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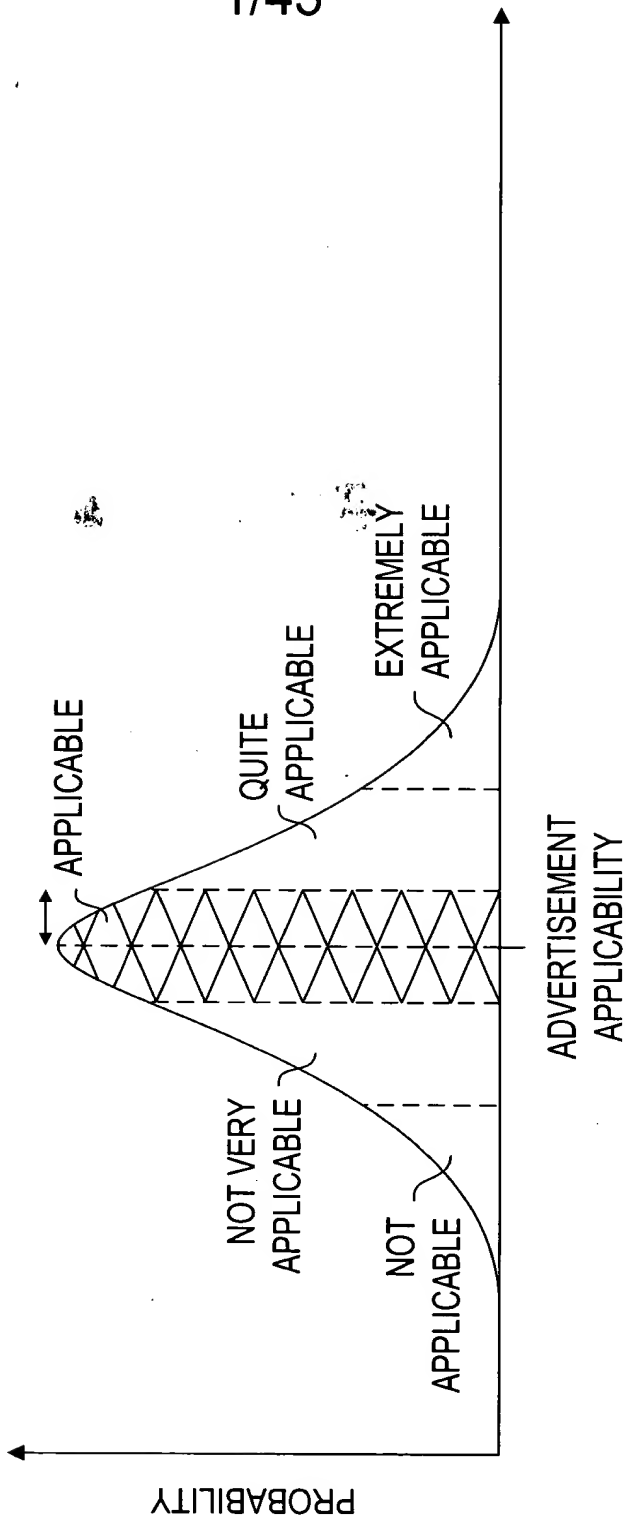


FIG. 1A





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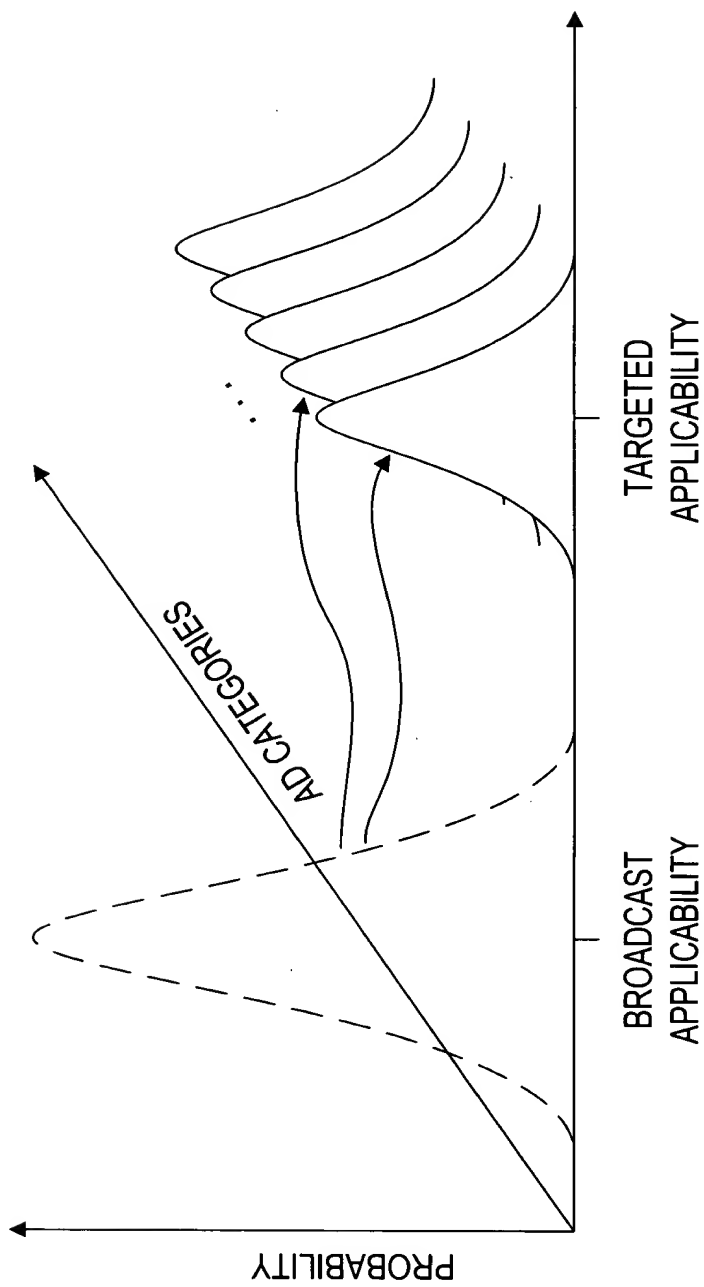


FIG. 1B





ADVERTISEMENT SUCCESS RATES	
ADVERTISEMENT APPLICABILITY	SUCCESS RATE
EXTREMELY APPLICABLE	0.05
QUITE APPLICABLE	0.03
APPLICABLE	0.01
NOT VERY APPLICABLE	0.005
NOT APPLICABLE	0.001

FIG. 1C



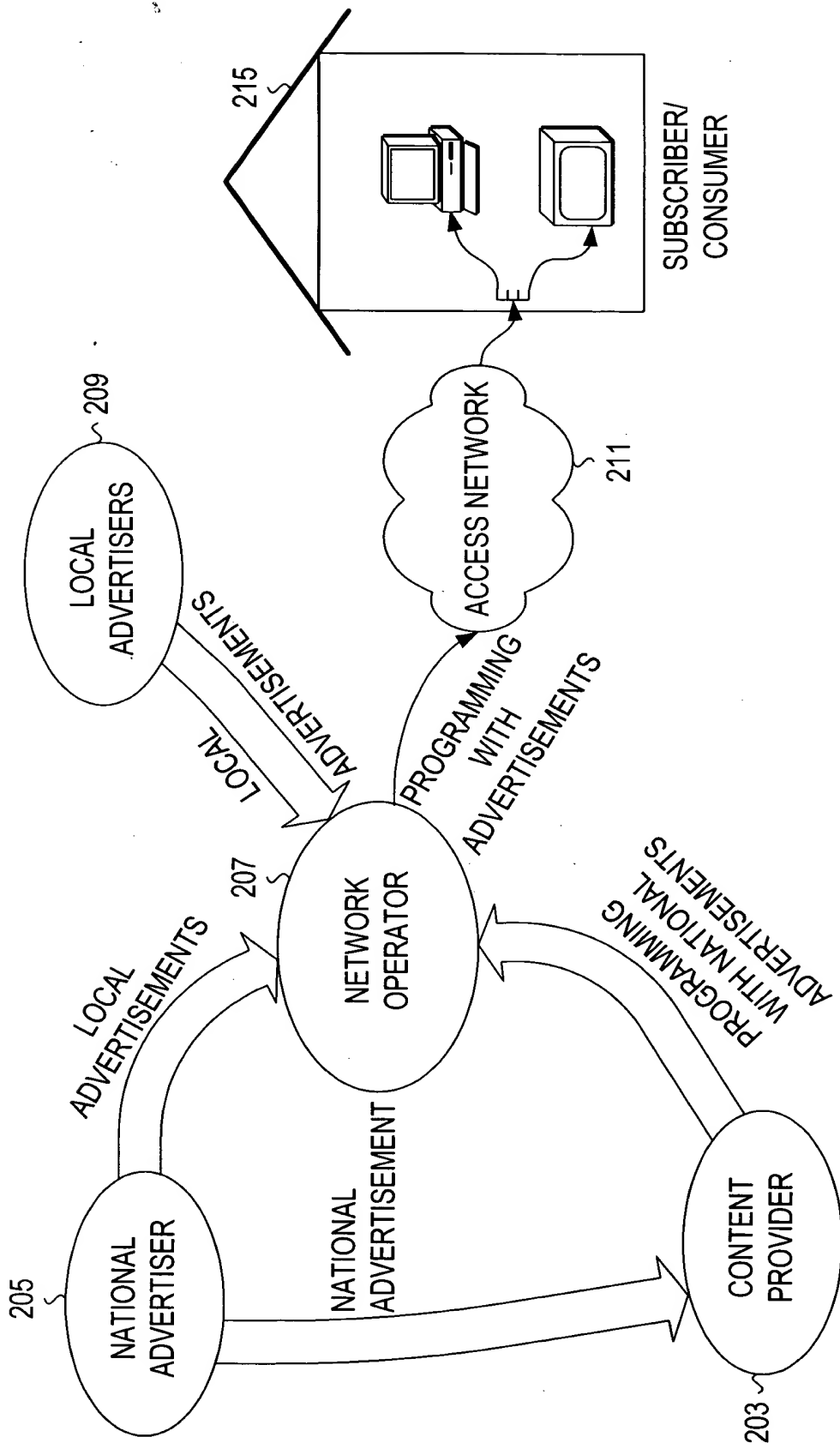


FIG. 2



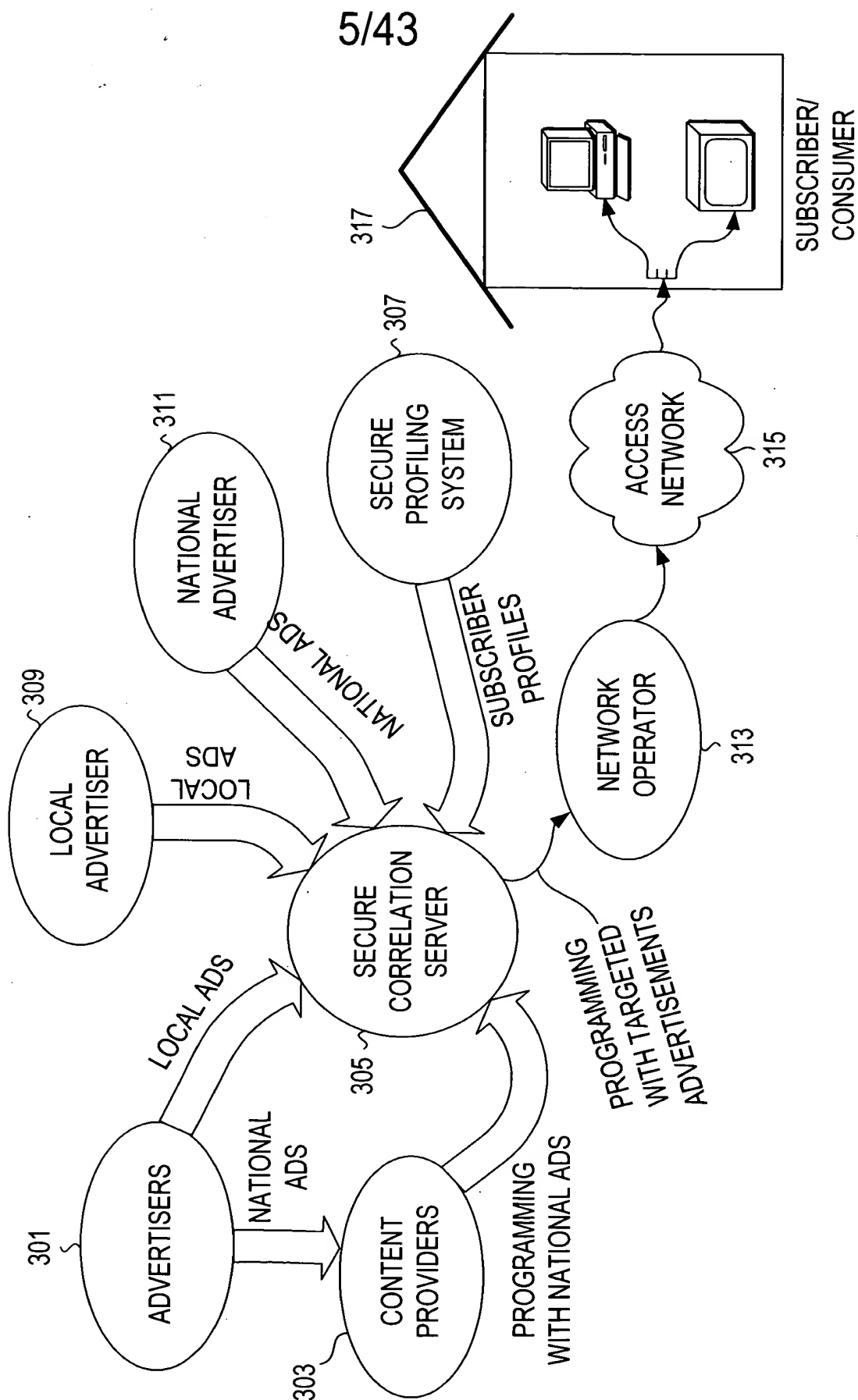


FIG. 3

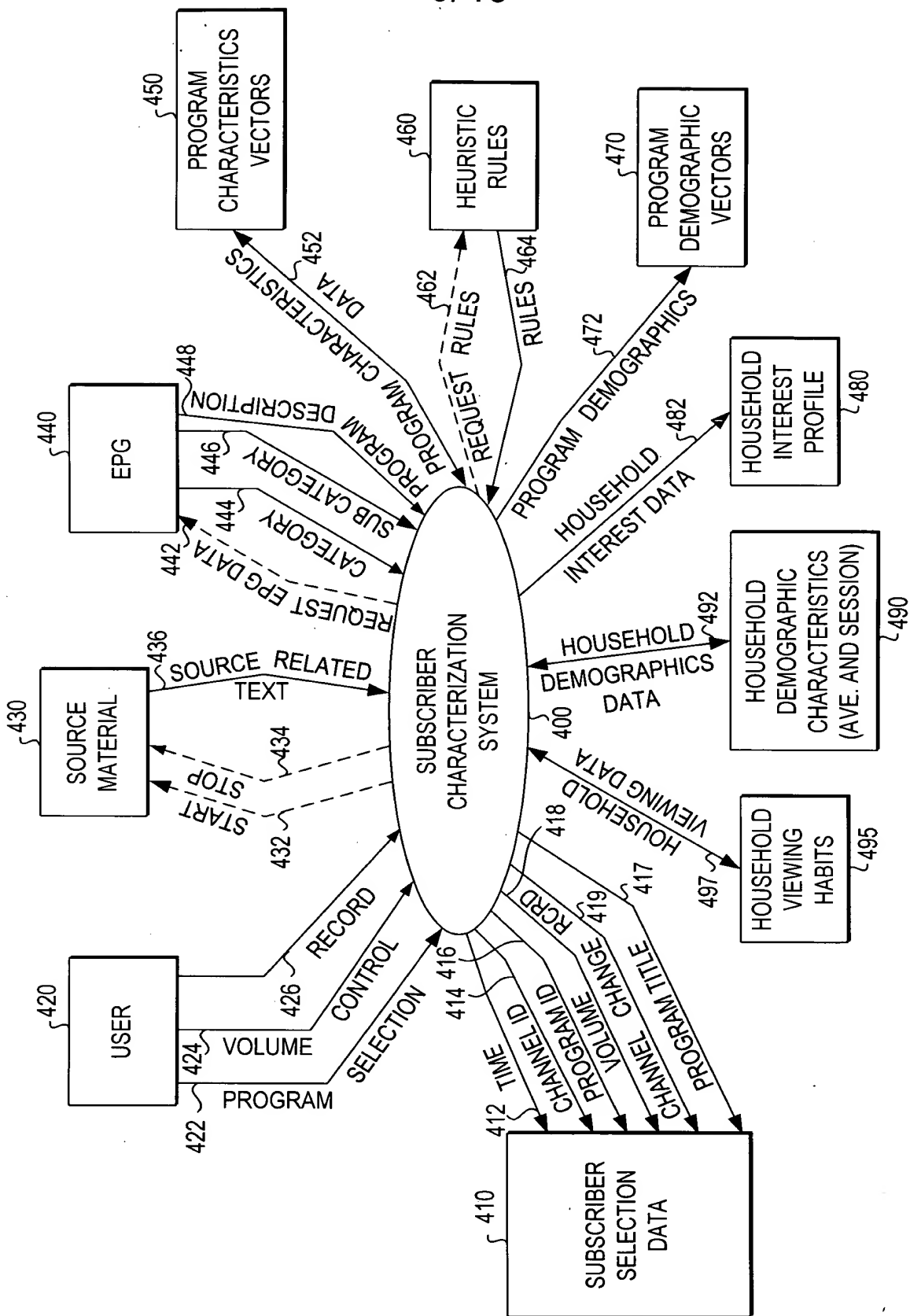


FIG. 4



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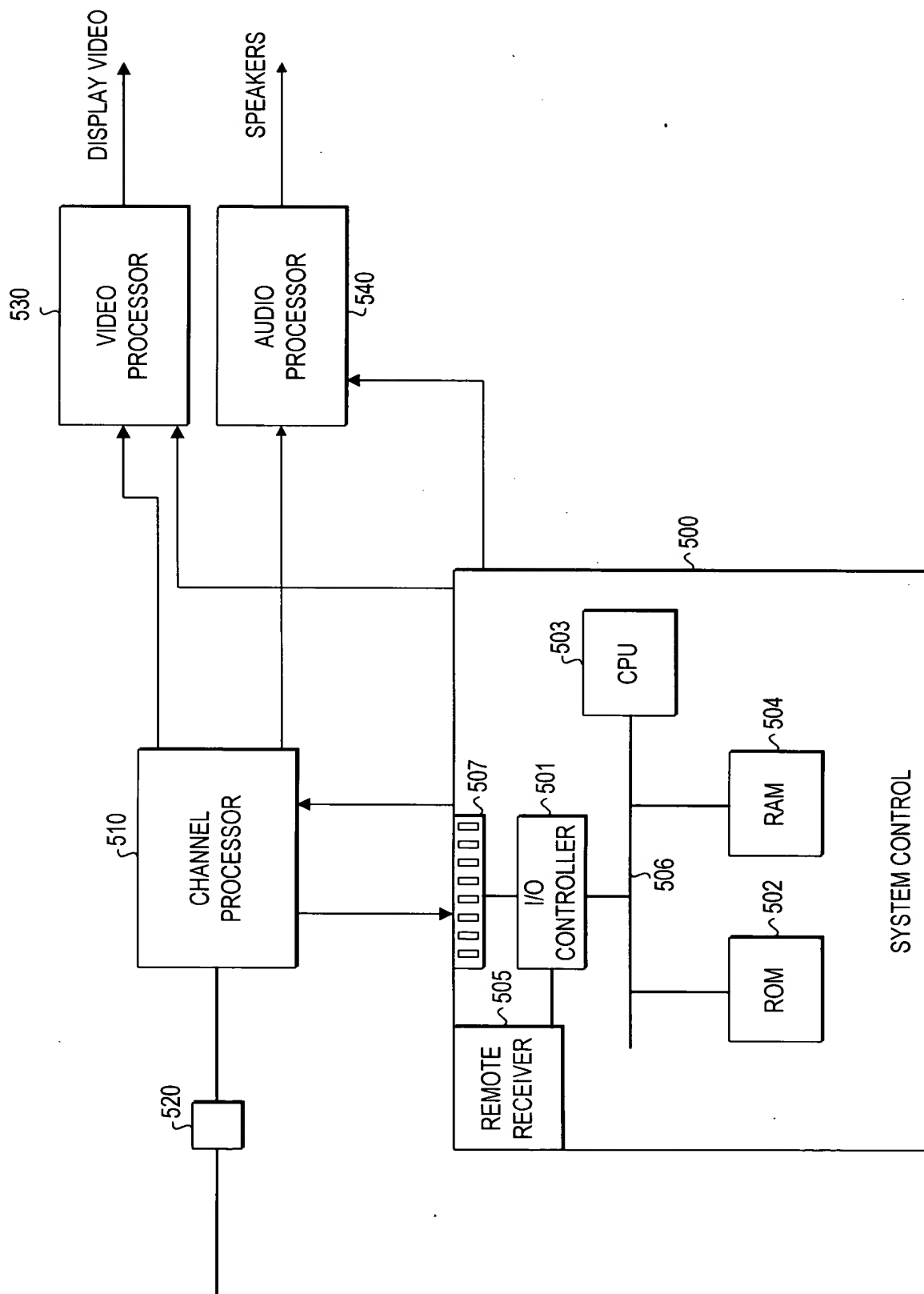


FIG. 5





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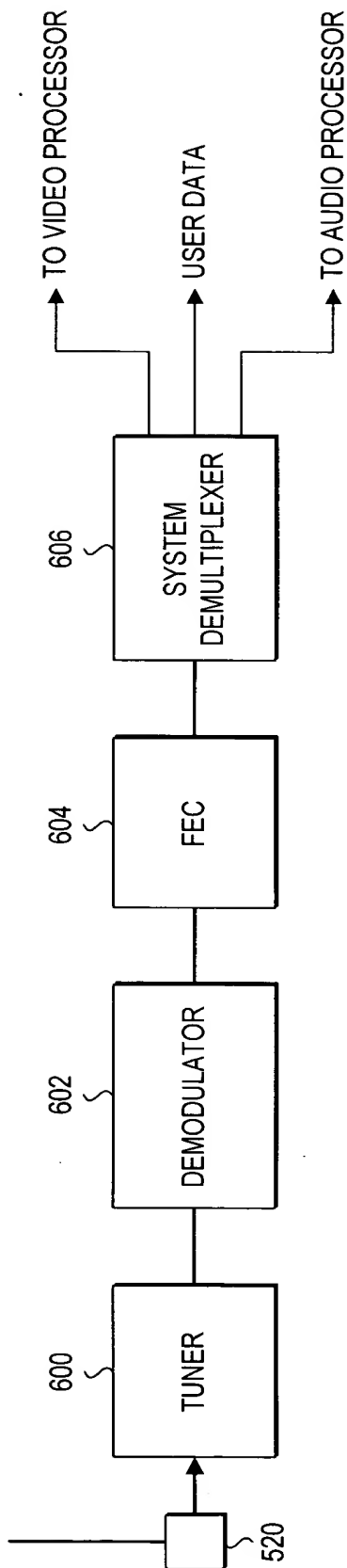


FIG. 6





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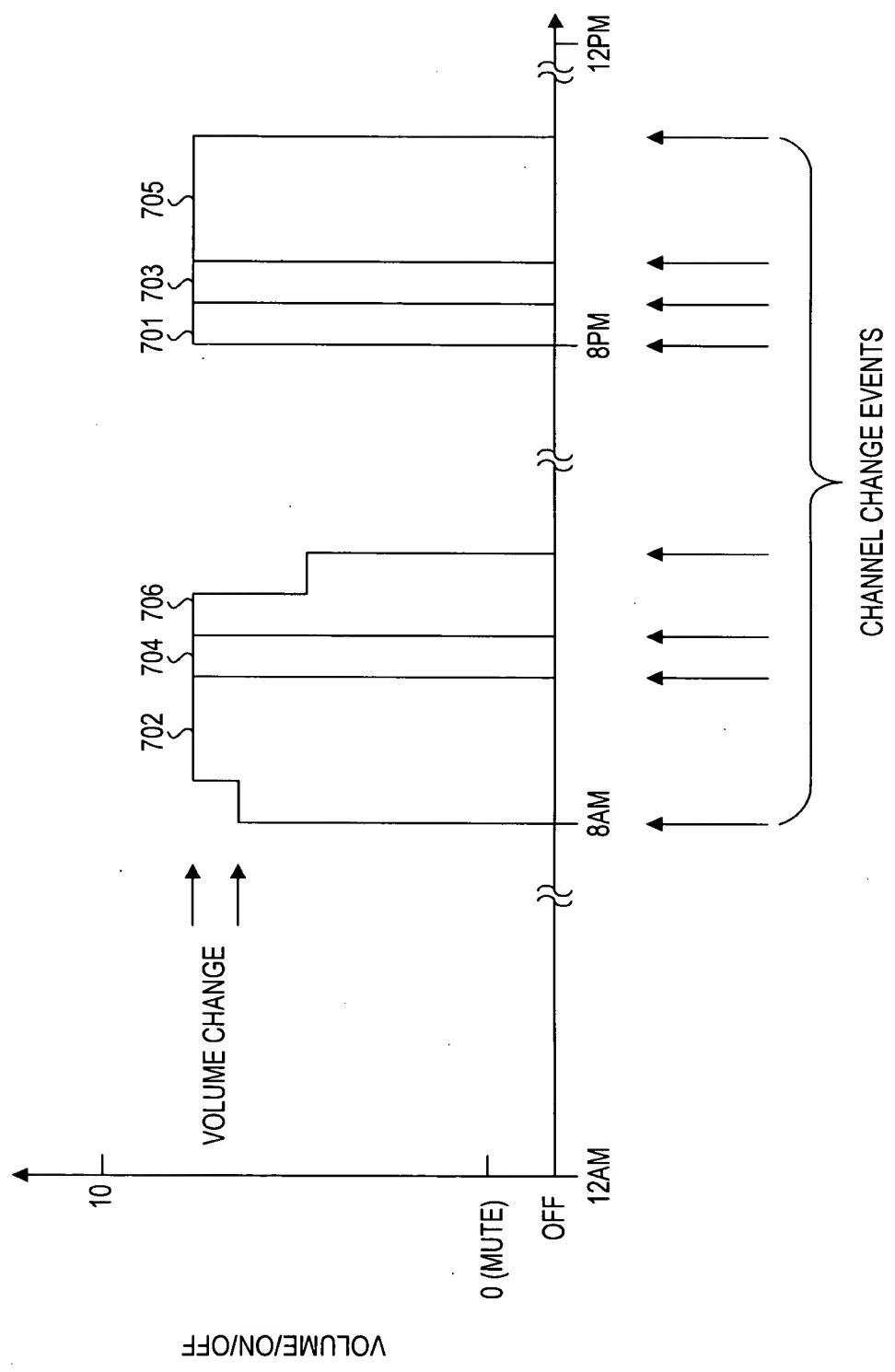


FIG. 7





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802	804	803	801
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
⋮			

FIG. 8





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900 {		902 {	904 {	906 {
TIME OF DAY		MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING	(6AM-9AM)	61	2	5/10
MID-DAY	(9AM-3PM)	0	0	-
AFTERNOON	(3PM-6PM)	0	0	-
NIGHT	(6PM-10PM)	122	4	6/10
LATE NIGHT	(12AM-6AM)	0	0	-
TOTAL		183	6	5.7/10

FIG. 9





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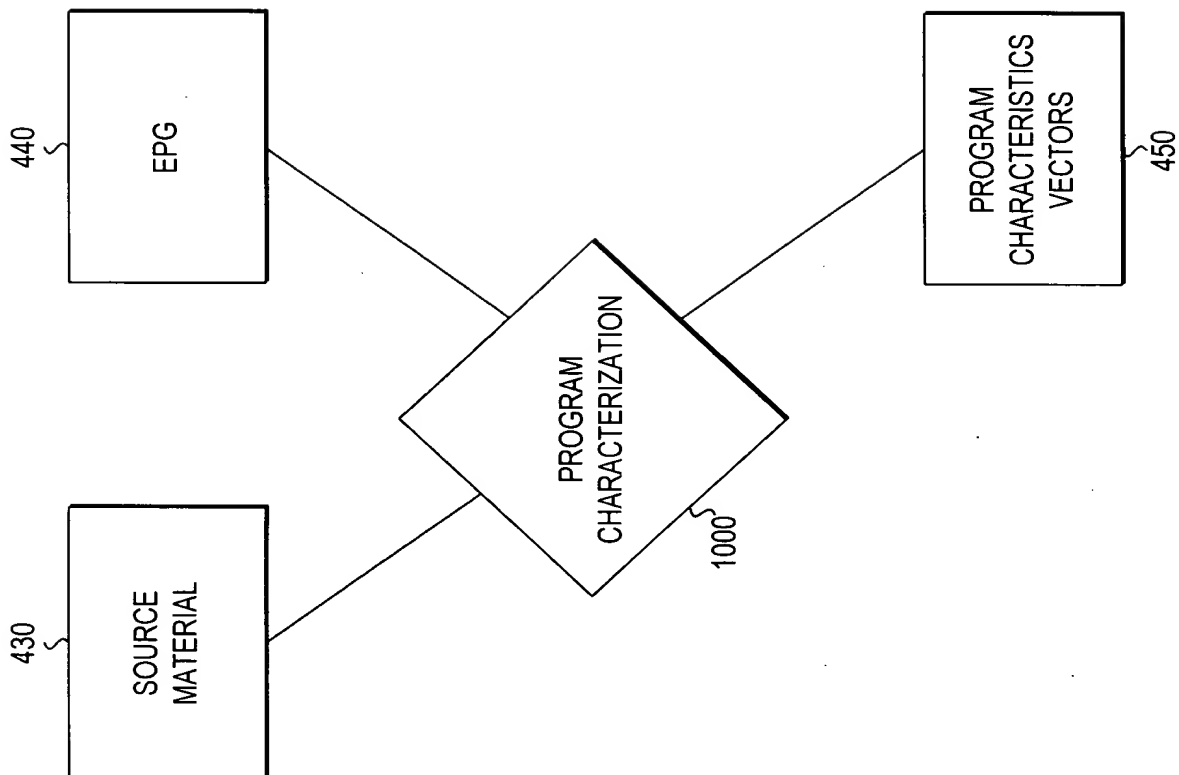


FIG. 10A



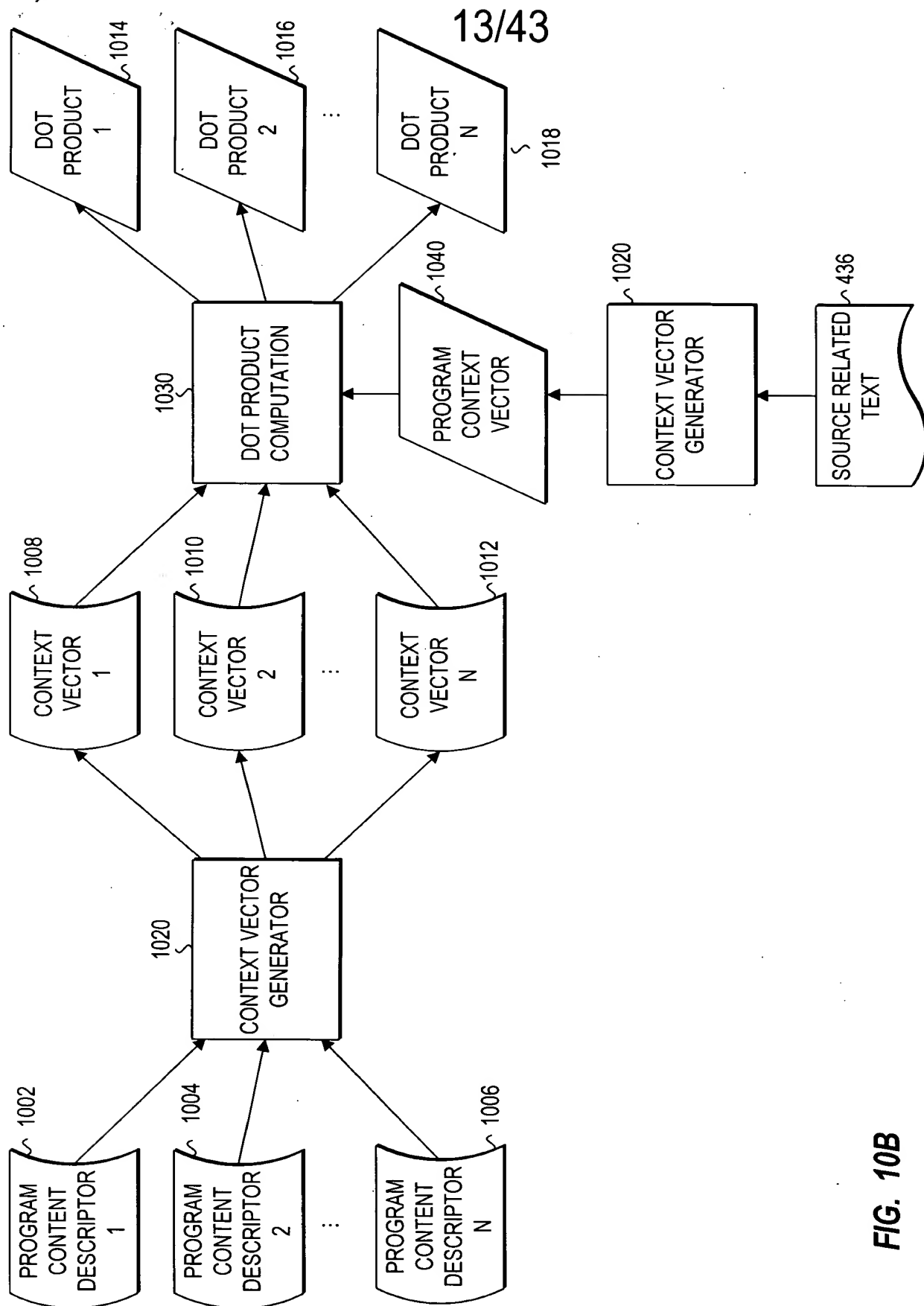


FIG. 10B



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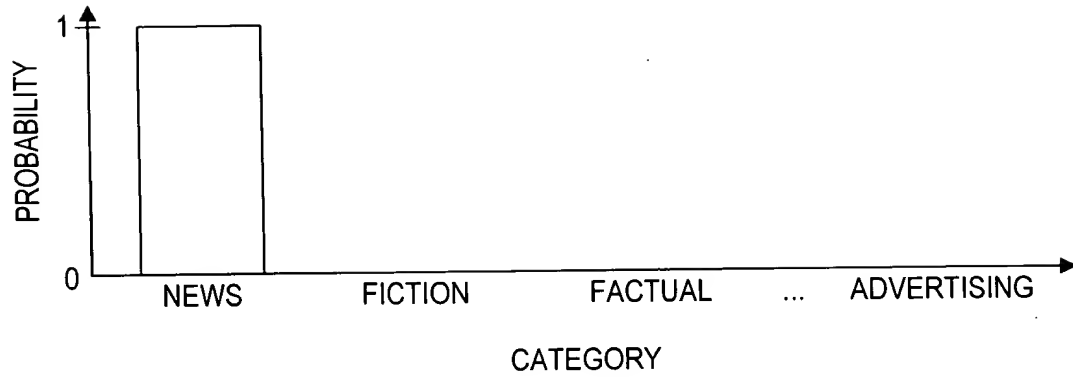


FIG. 11A

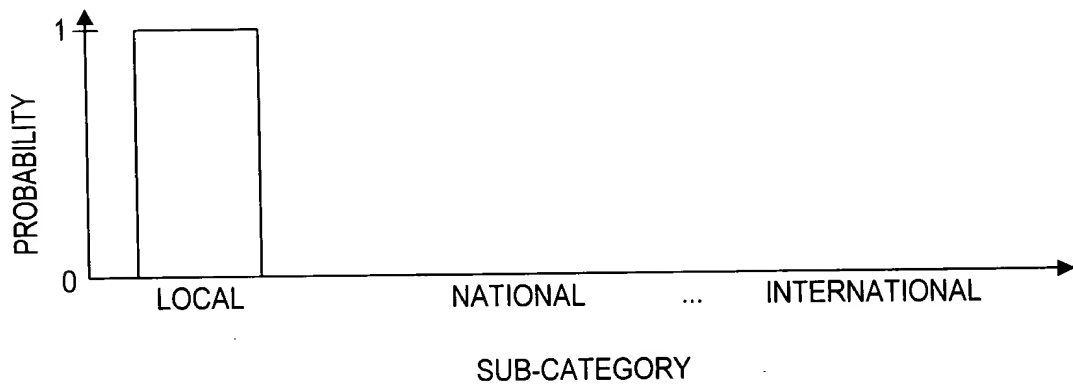


FIG. 11B

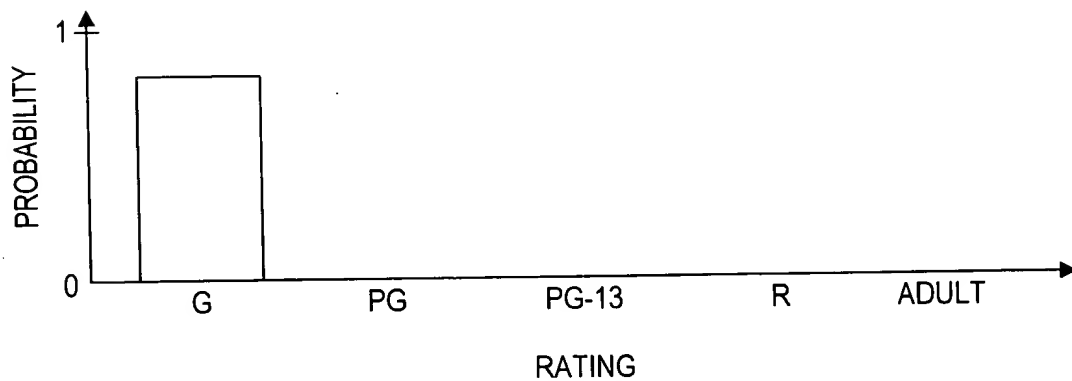


FIG. 11C





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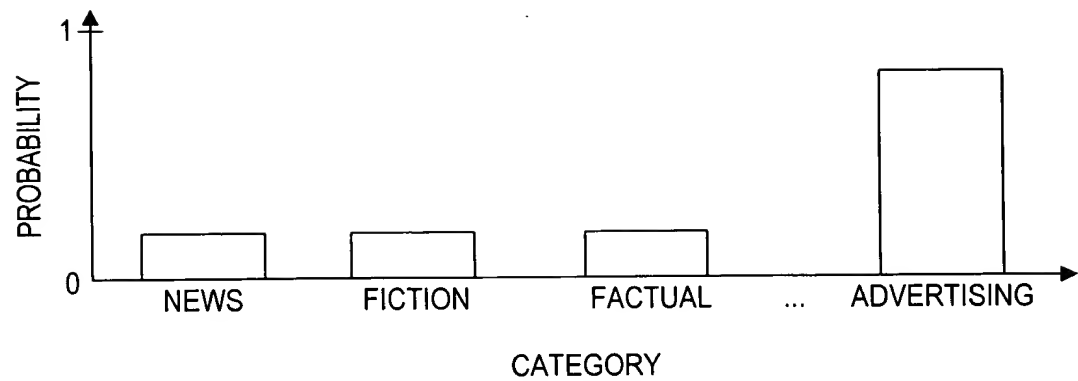


FIG. 11D

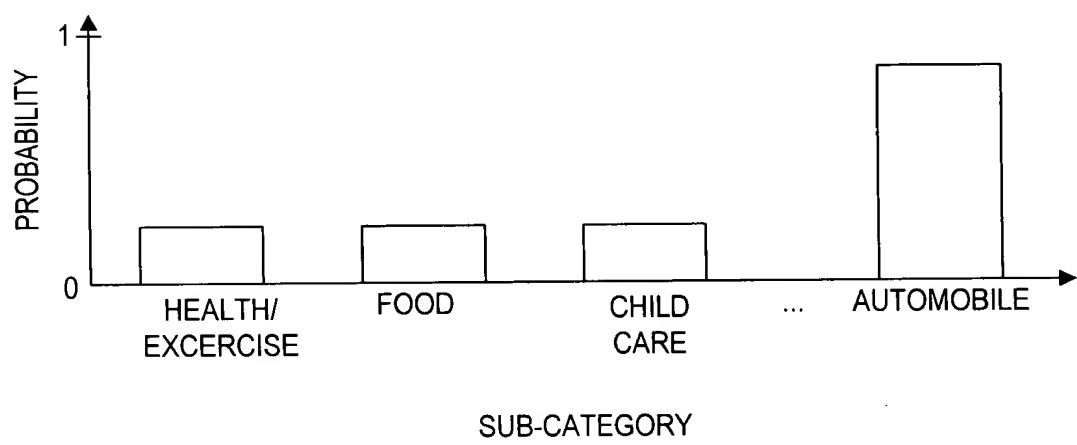


FIG. 11E

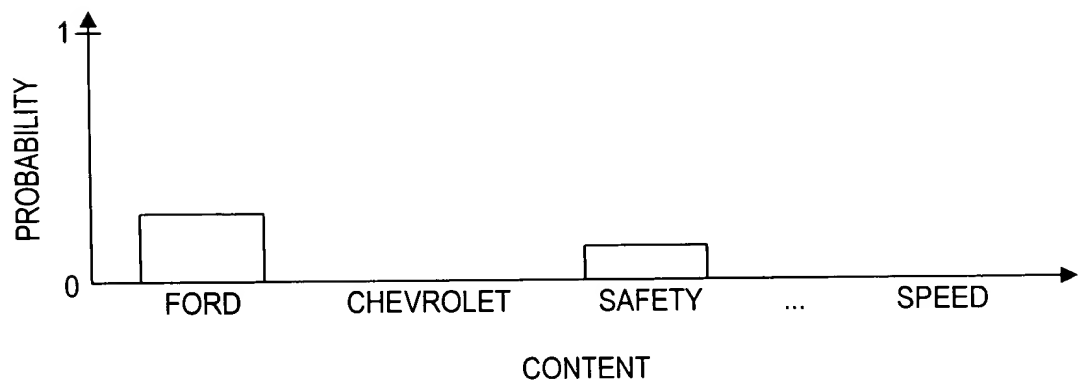


FIG. 11F





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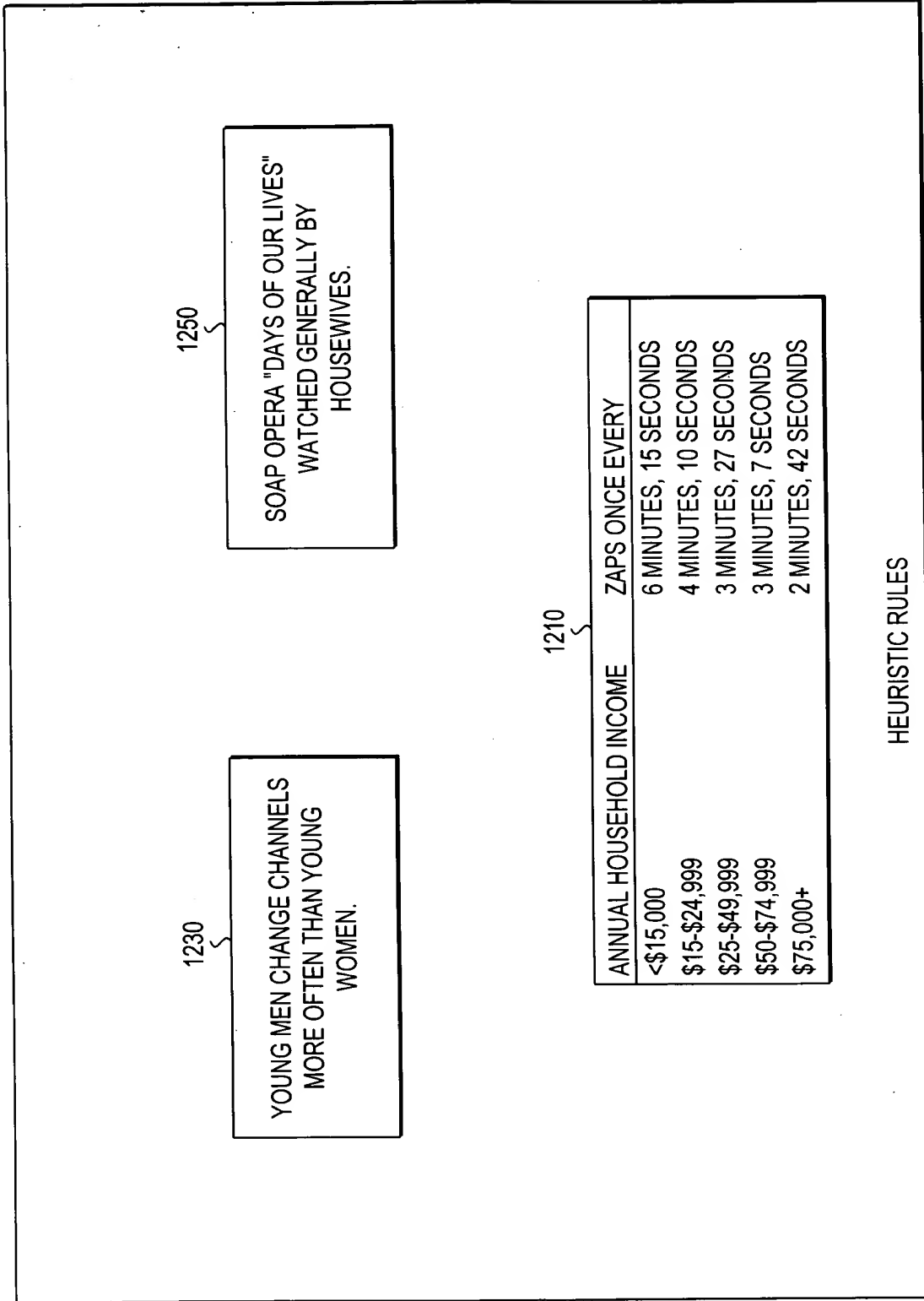


FIG. 12A

+

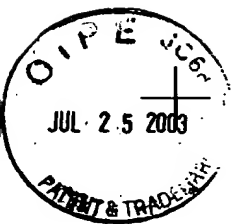


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DEMOGRAPHIC GROUPS									
	AGE			INCOME			SIZE		
	0-10	10-18	>70	0-20K	20-50K	50-100K	1	2	>5
NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1
FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1
FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4
:									
ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3
							0.3	0.7	
							0.8	0.2	
							0.4	0.6	
							0.5	0.5	

FIG. 12B





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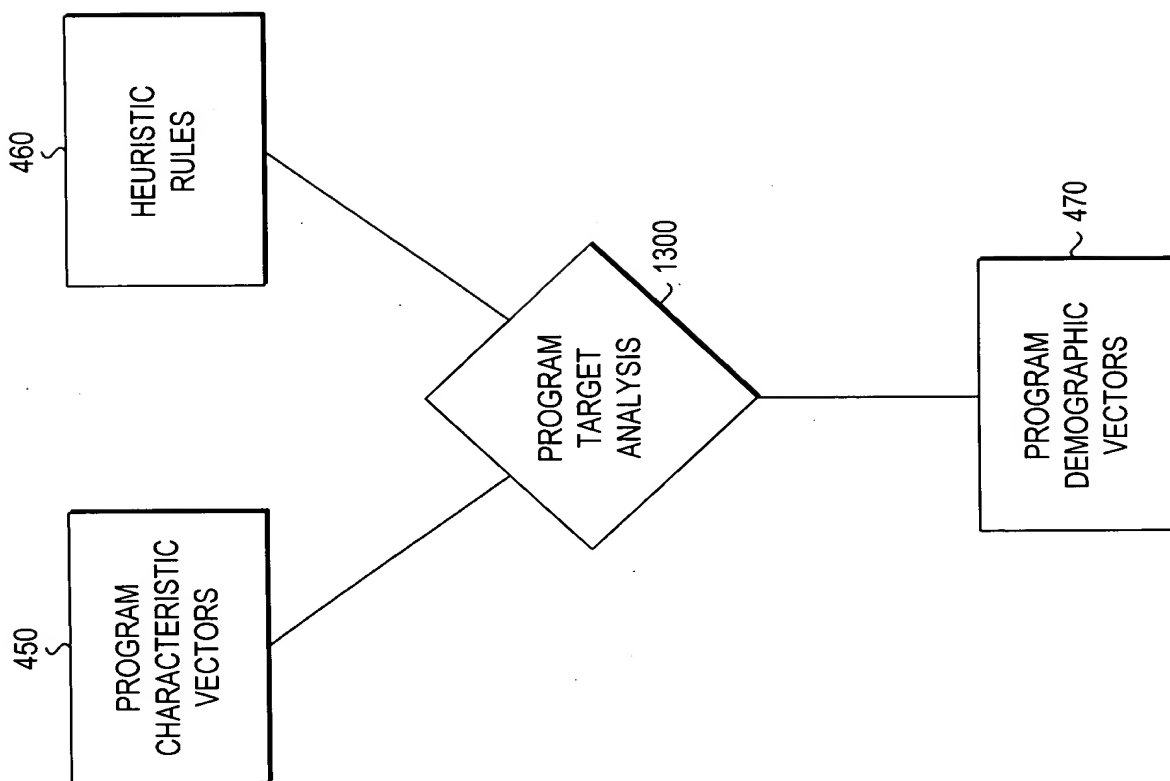


FIG. 13





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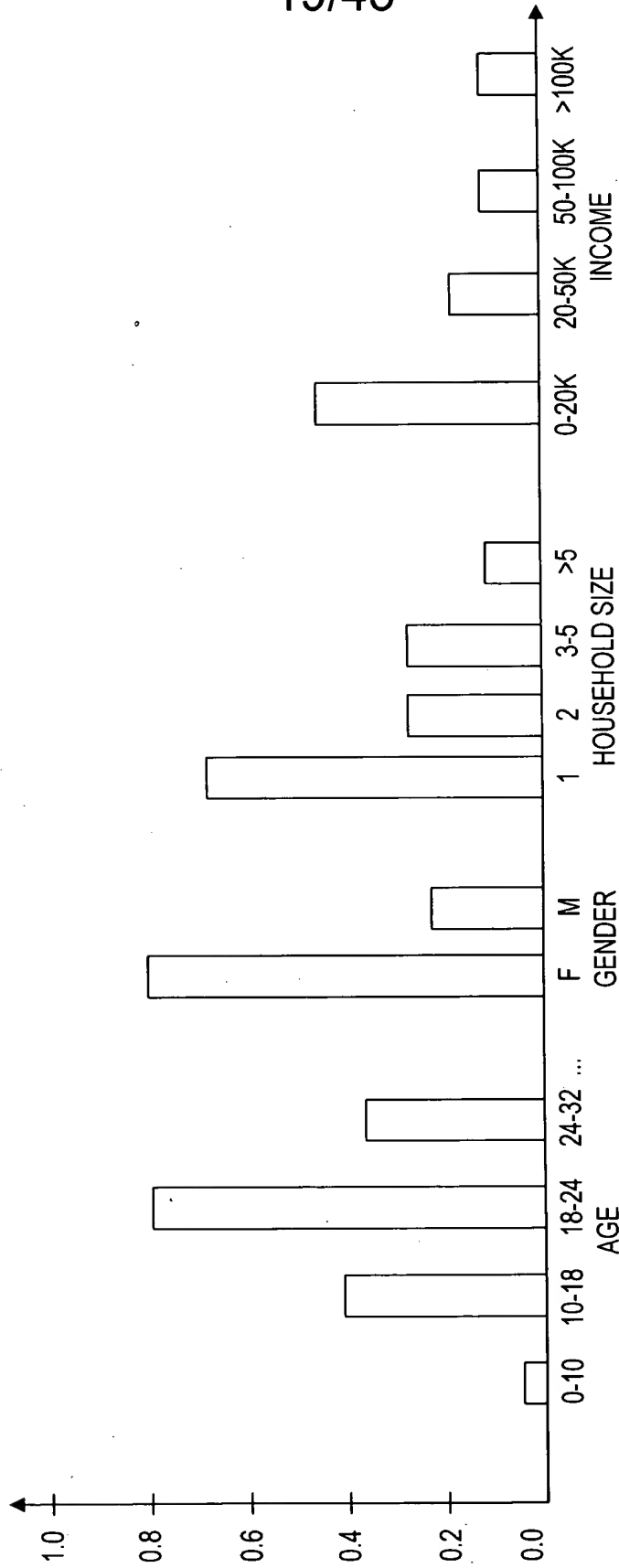


FIG. 14



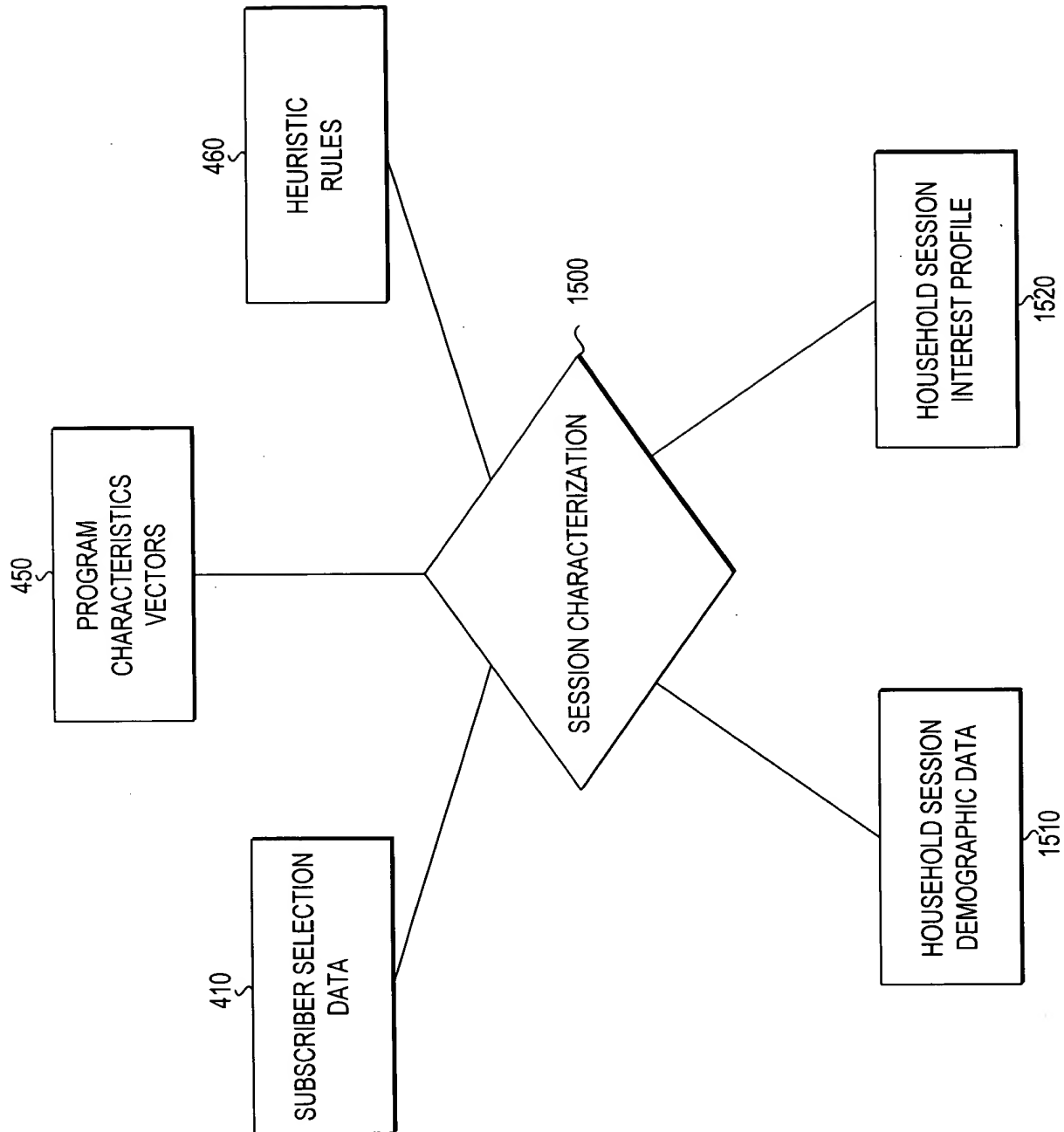


FIG. 15





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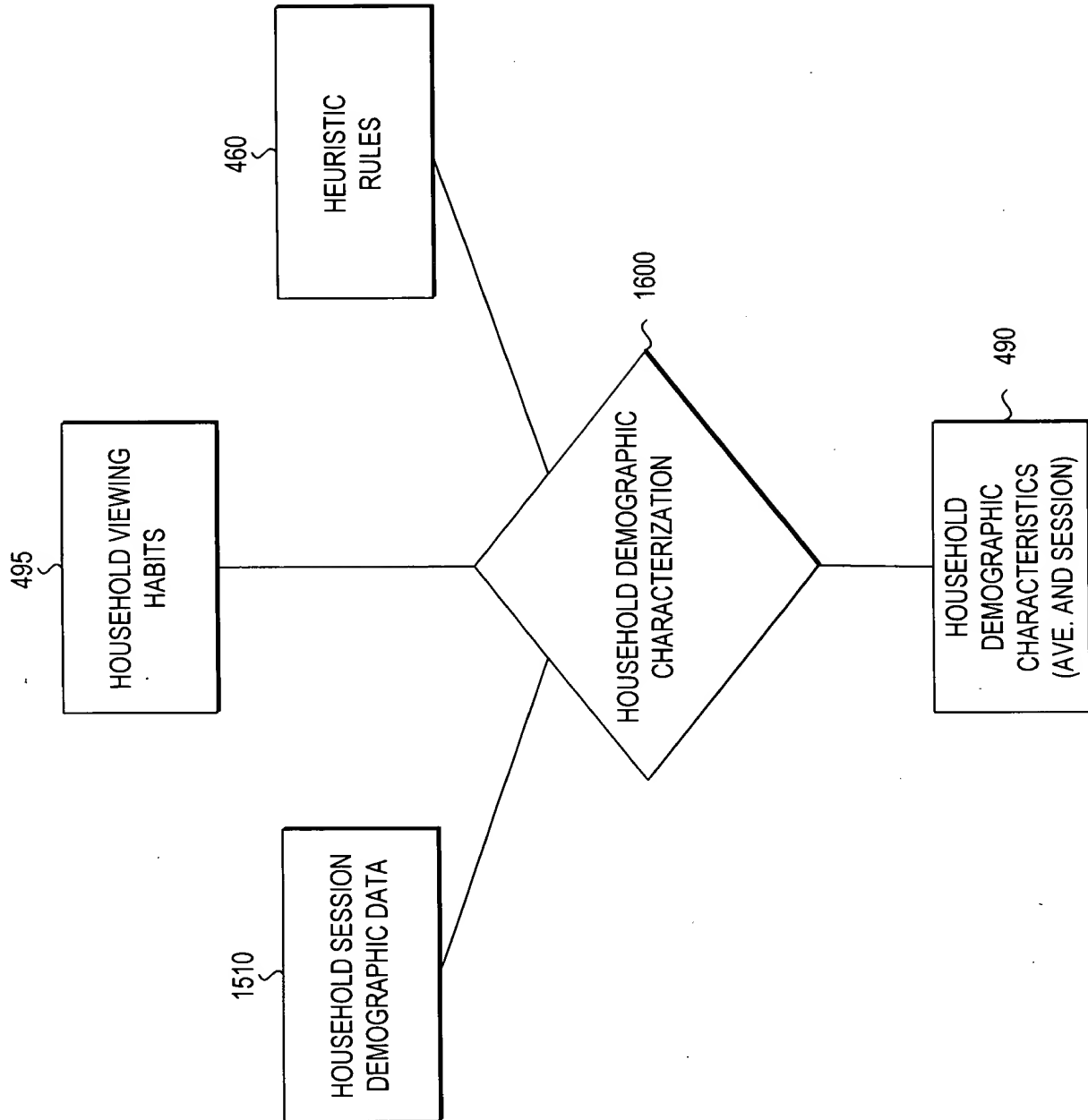
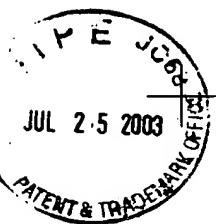


FIG. 16





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1701 HOUSEHOLD PARAMETER	1705 AVERAGE VALUE	1703 SESSION VALUE	1707 UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 17





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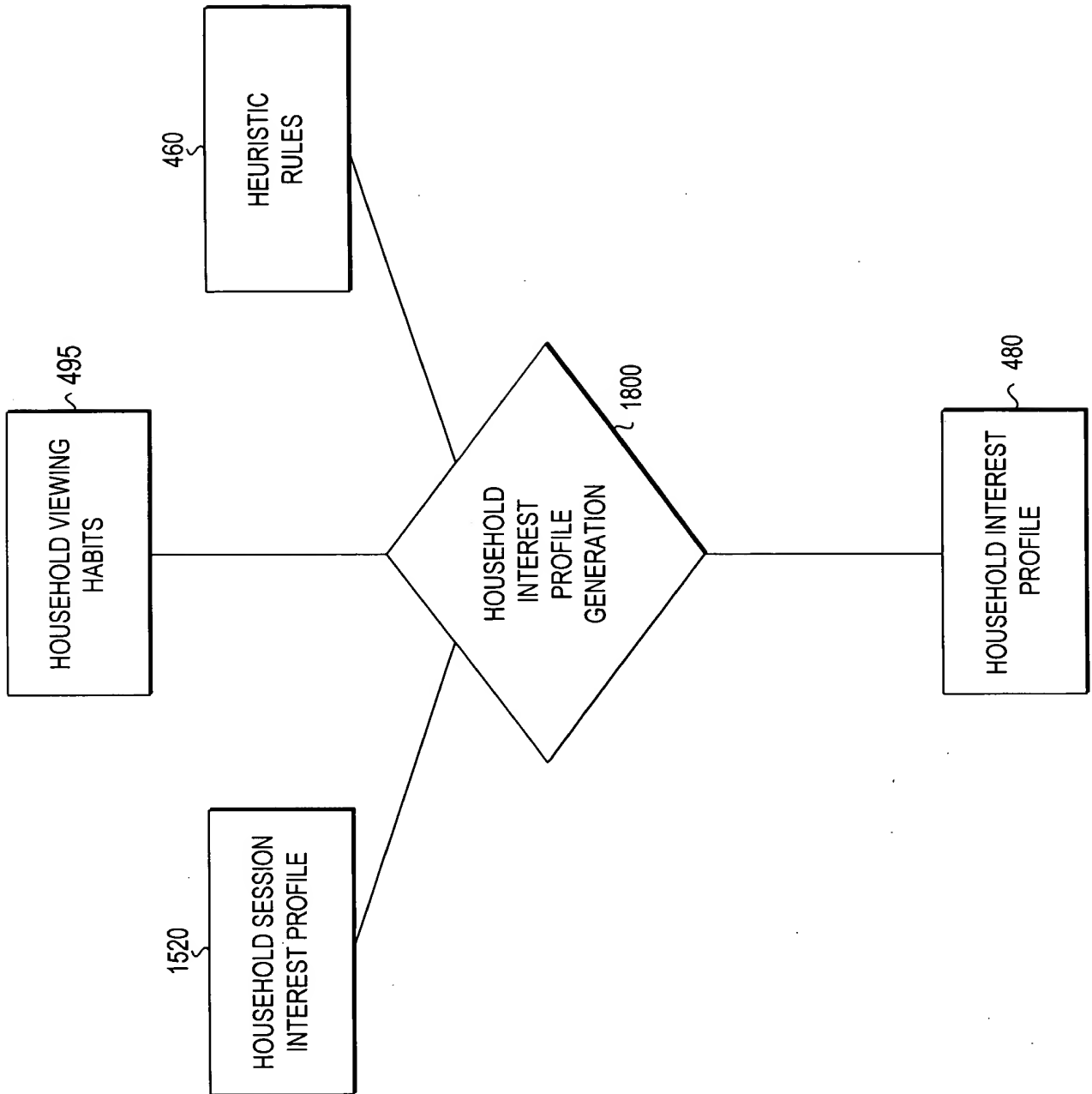


FIG. 18





	1901	1903	1905
	HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1909 PROGRAMMING	DRAMA	0.1	0.20
	ROMANCE	0.1	0.20
	ACTION	0.6	0.25
	SITCOM	0.2	0.30
	SPORTS	0	0.05
1907 PRODUCTS	HEALTH/EXERCISE	0.6	0.2
	FOOD	0.3	0.4
	CHILD RELATED	0.0	0.1
	TOYS	0.0	0.1
	AUTOMOBILE	0.1	0.2

FIG. 19



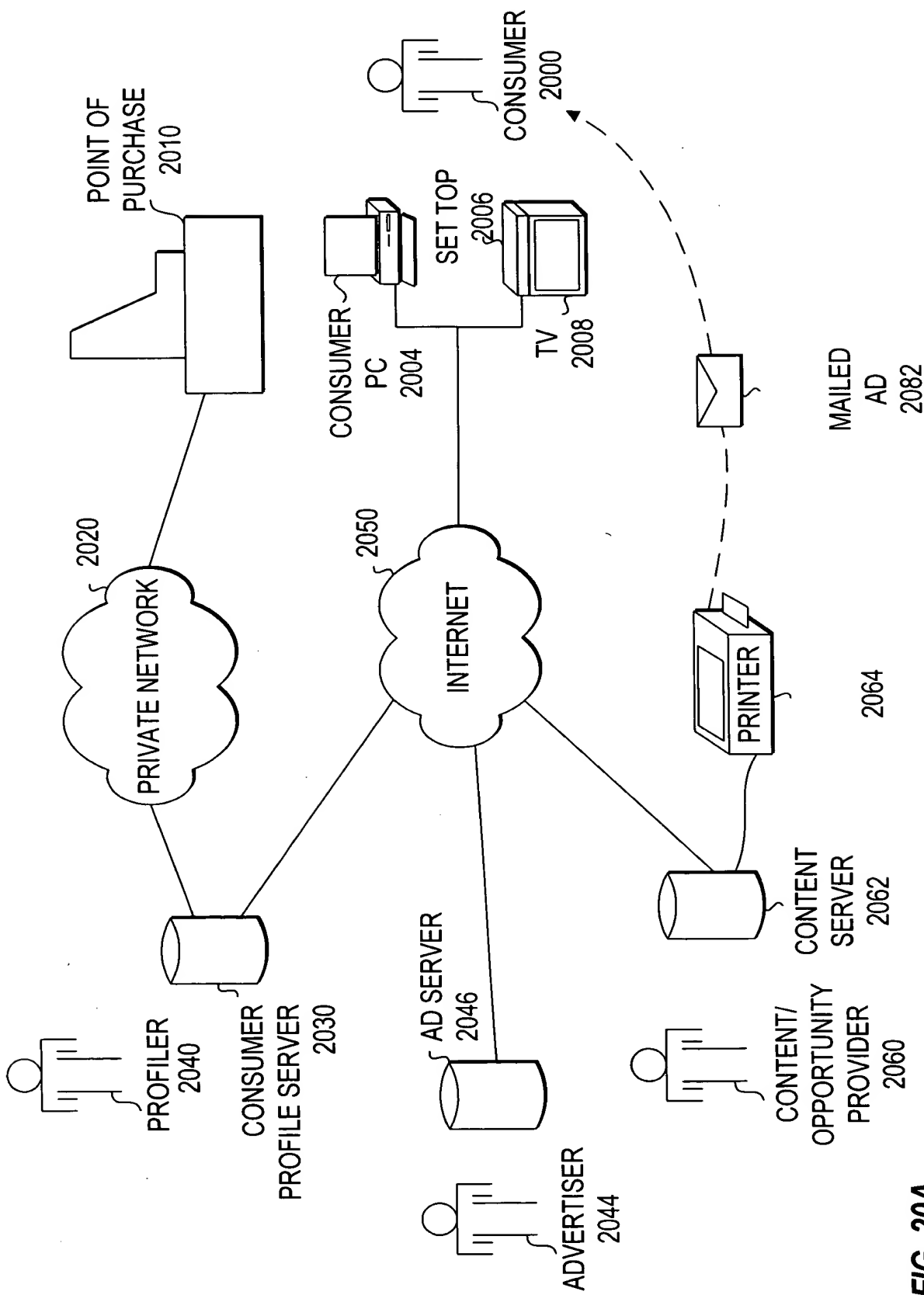


FIG. 20A

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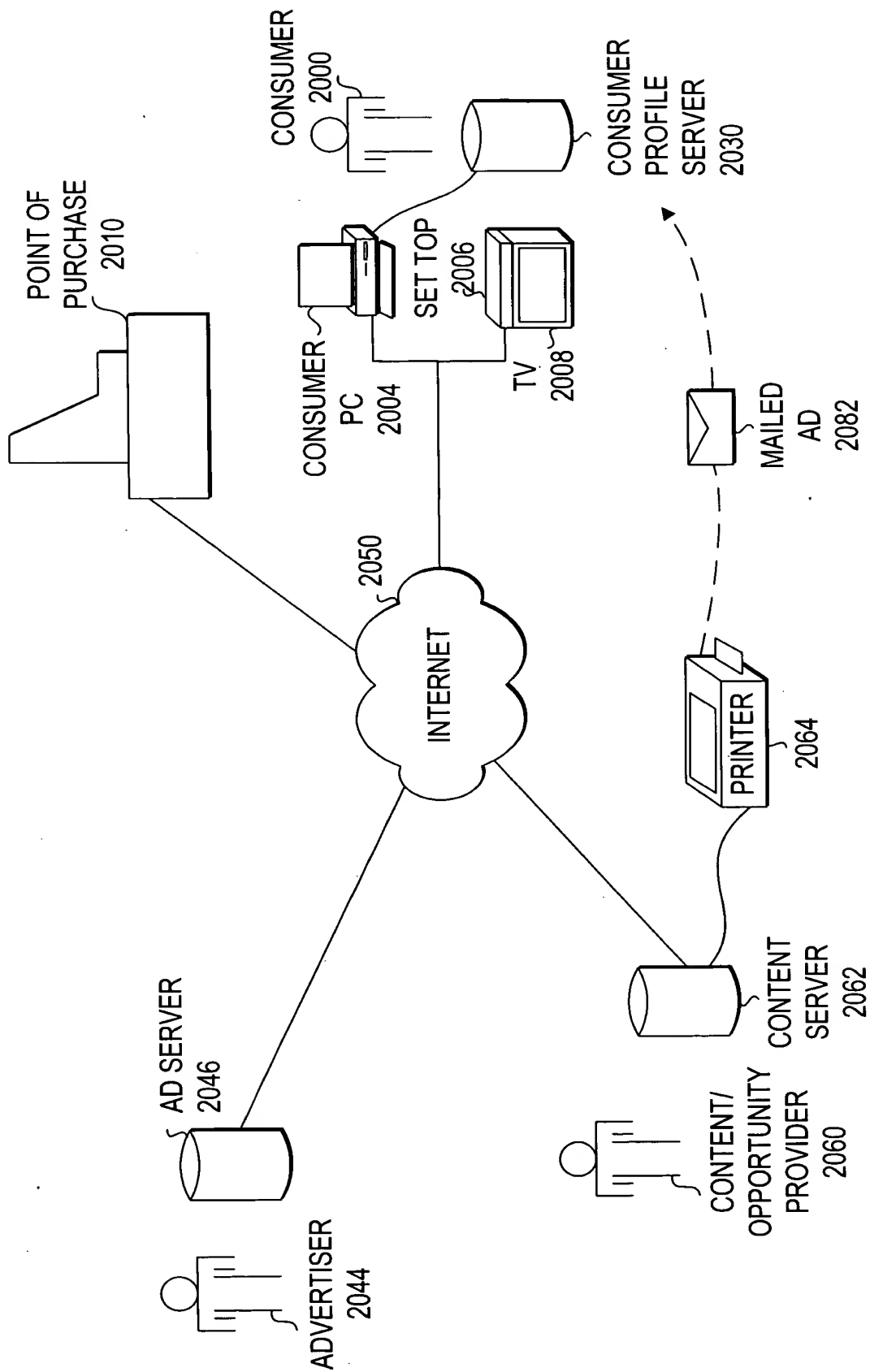


FIG. 20B



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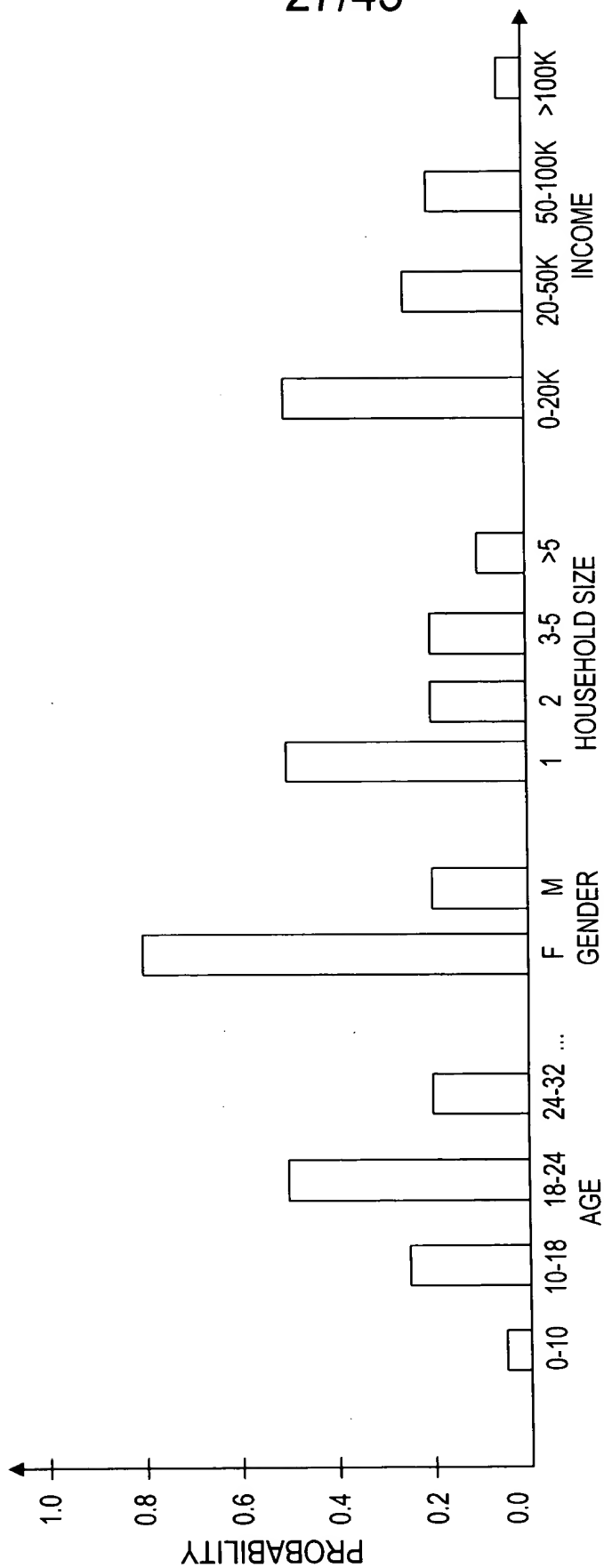


FIG. 21A



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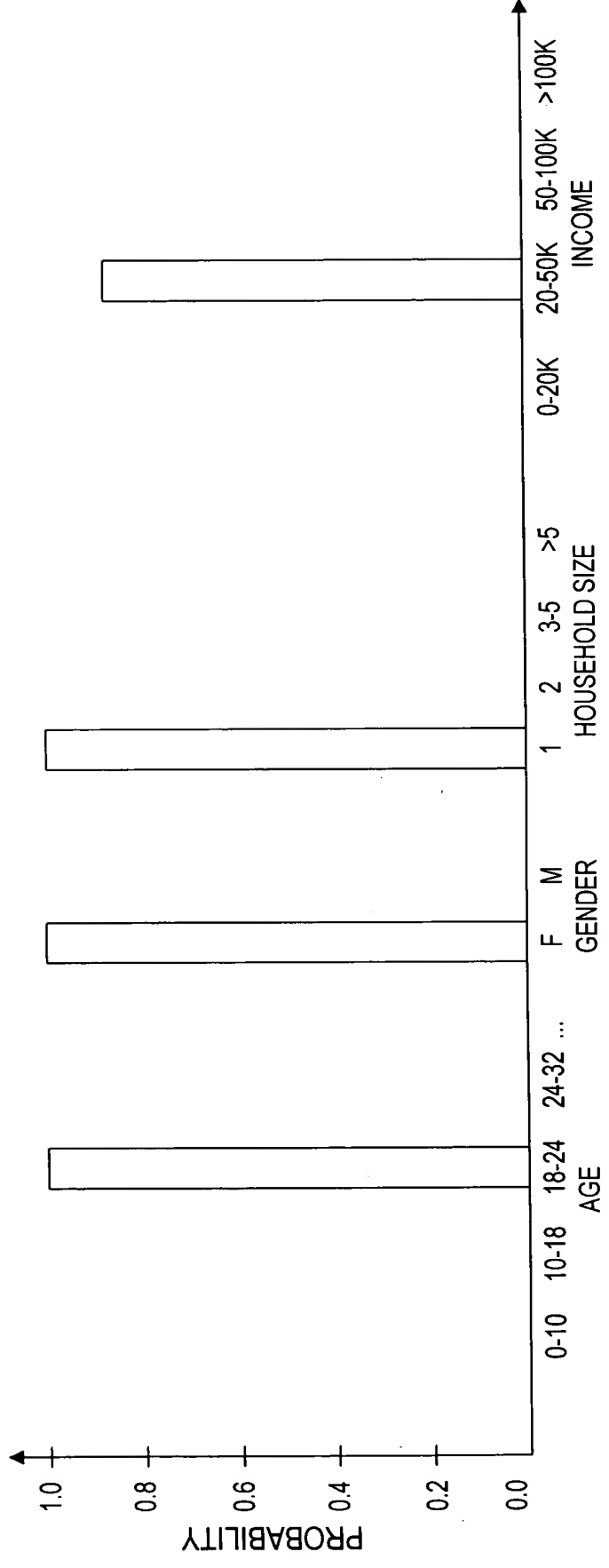


FIG. 21B



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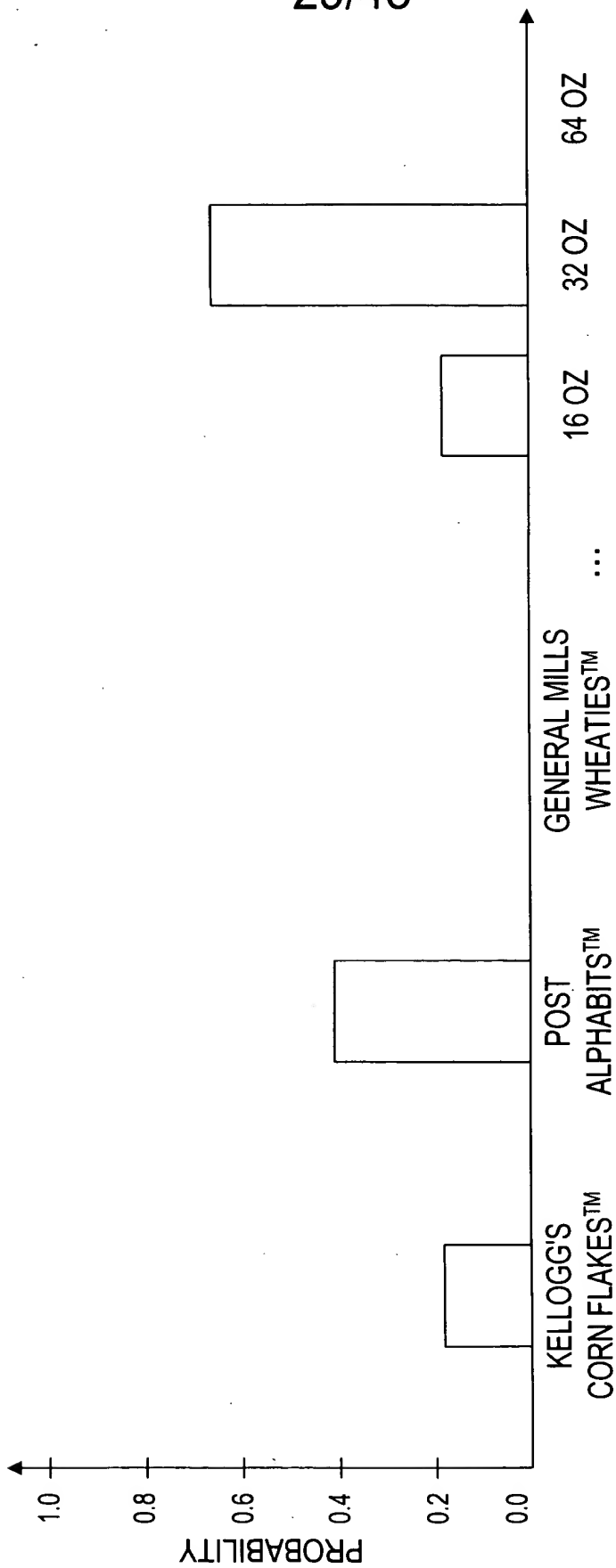


FIG. 21C

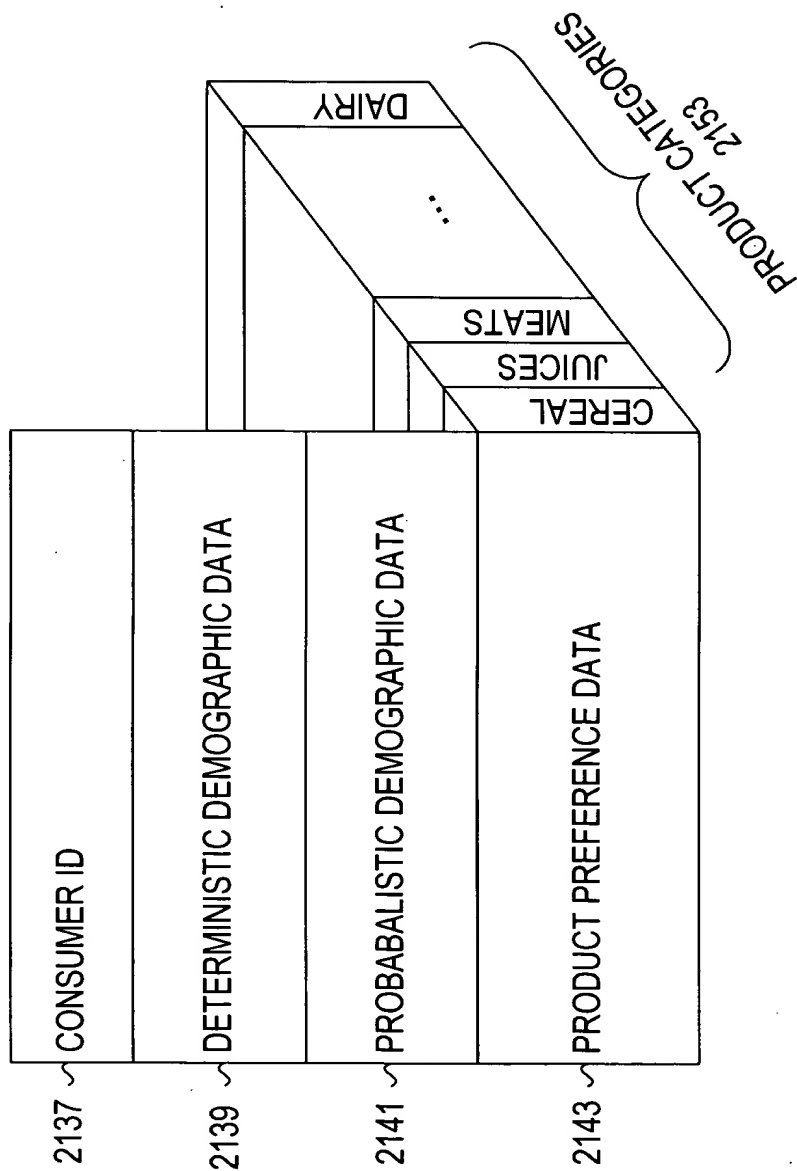
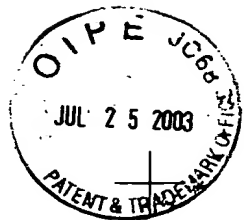


FIG. 21D

+



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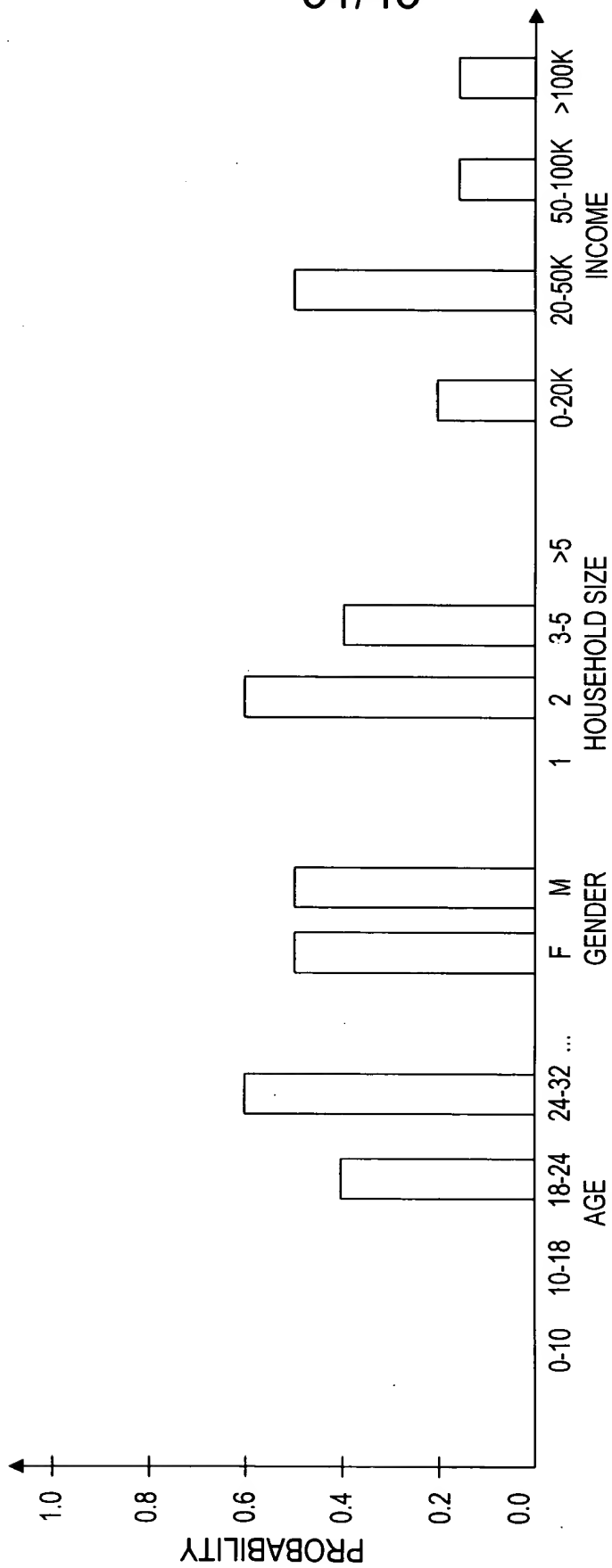


FIG. 22A



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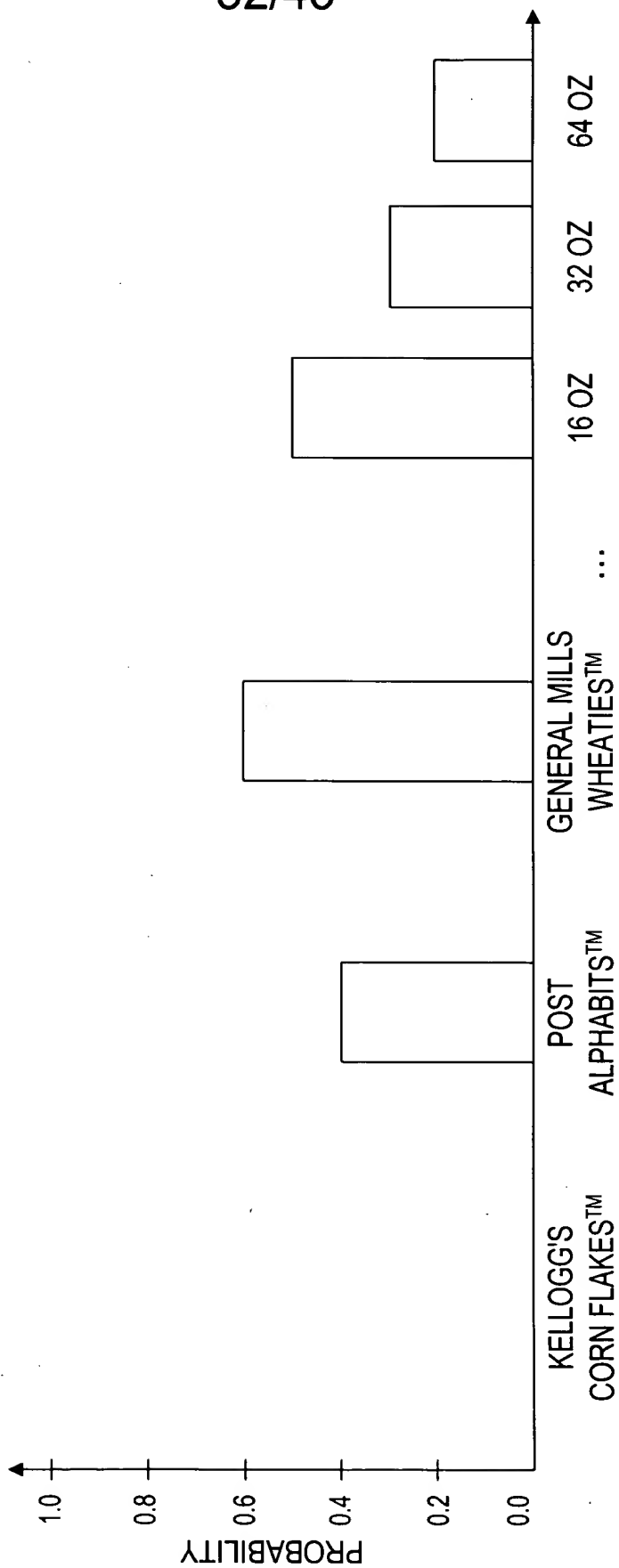


FIG. 22B



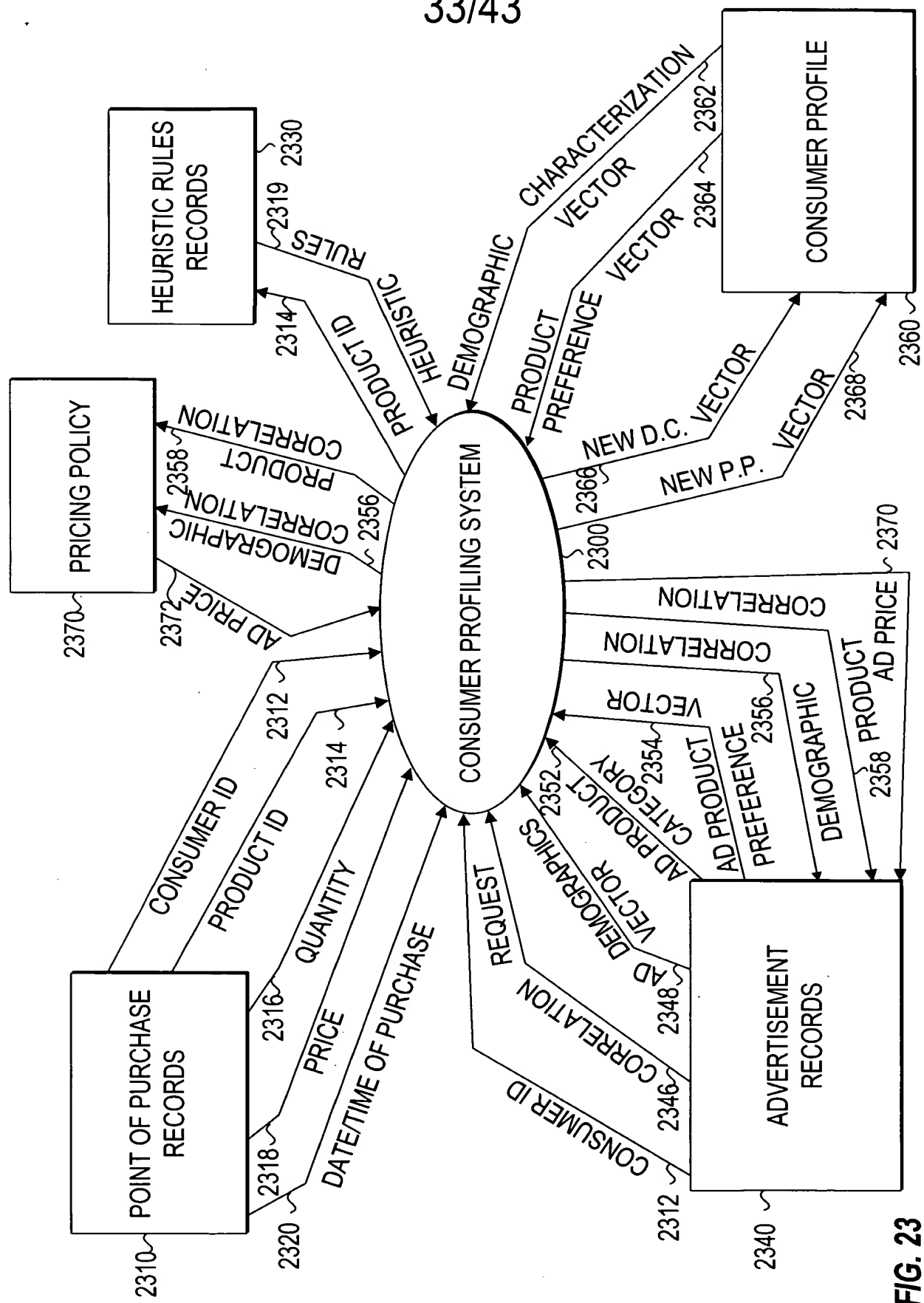


FIG. 23



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```
READ POP DATA
FOR N=1 TO M
  READ PRODUCT ID
  RETRIEVE [PRODUCT DEMOGRAPHICS VECTOR]
  RETRIEVE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
  RETRIEVE [PRODUCT PREFERENCE VECTOR]
  WEIGHT = PRODUCT TOTAL PURCHASE/PRODUCT CATEGORY
    TOTAL PURCHASE
  HOUSEHOLD DEMOGRAPHICS VECTOR =
    (WEIGHT) * (PRODUCT DEMOGRAPHICS VECTOR) +
    (DEMOGRAPHIC CHARACTERIZATION VECTOR)
  NORMALIZE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
  STORE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
  PRODUCT PREFERENCE VECTOR =
    (WEIGHT * PRODUCT PURCHASE VECTOR) + (PRODUCT
    PREFERENCE VECTOR)
  NORMALIZE [PRODUCT PREFERENCE VECTOR]
  STORE [PRODUCT PREFERENCE VECTOR]
NEXT M
```

FIG. 24A



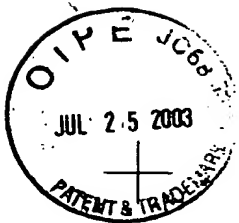


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READ [AD DEMOGRAPHIC VECTOR]
READ [AD PRODUCT CATEGORY, AD PRODUCT PREFERENCE VECTOR]
RETRIEVE [DEMOGRAPHIC CHARACTERIZATION VECTOR]
RETRIEVE [PRODUCT PREFERENCE VECTOR (PRODUCT CATEGORY)]
DEMOGRAPHIC CORRELATION = CORRELATE [DEMOGRAPHIC
CHARACTERIZATION VECTOR, AD DEMOGRAPHIC VECTOR]
PRODUCT PREFERENCE CORRELATION = CORRELATE [AD PRODUCT
PREFERENCE VECTOR, PRODUCT PREFERENCE VECTOR]
RETURN [DEMOGRAPHIC CORRELATION]
RETURN [PRODUCT PREFERENCE CORRELATION]

FIG. 24B





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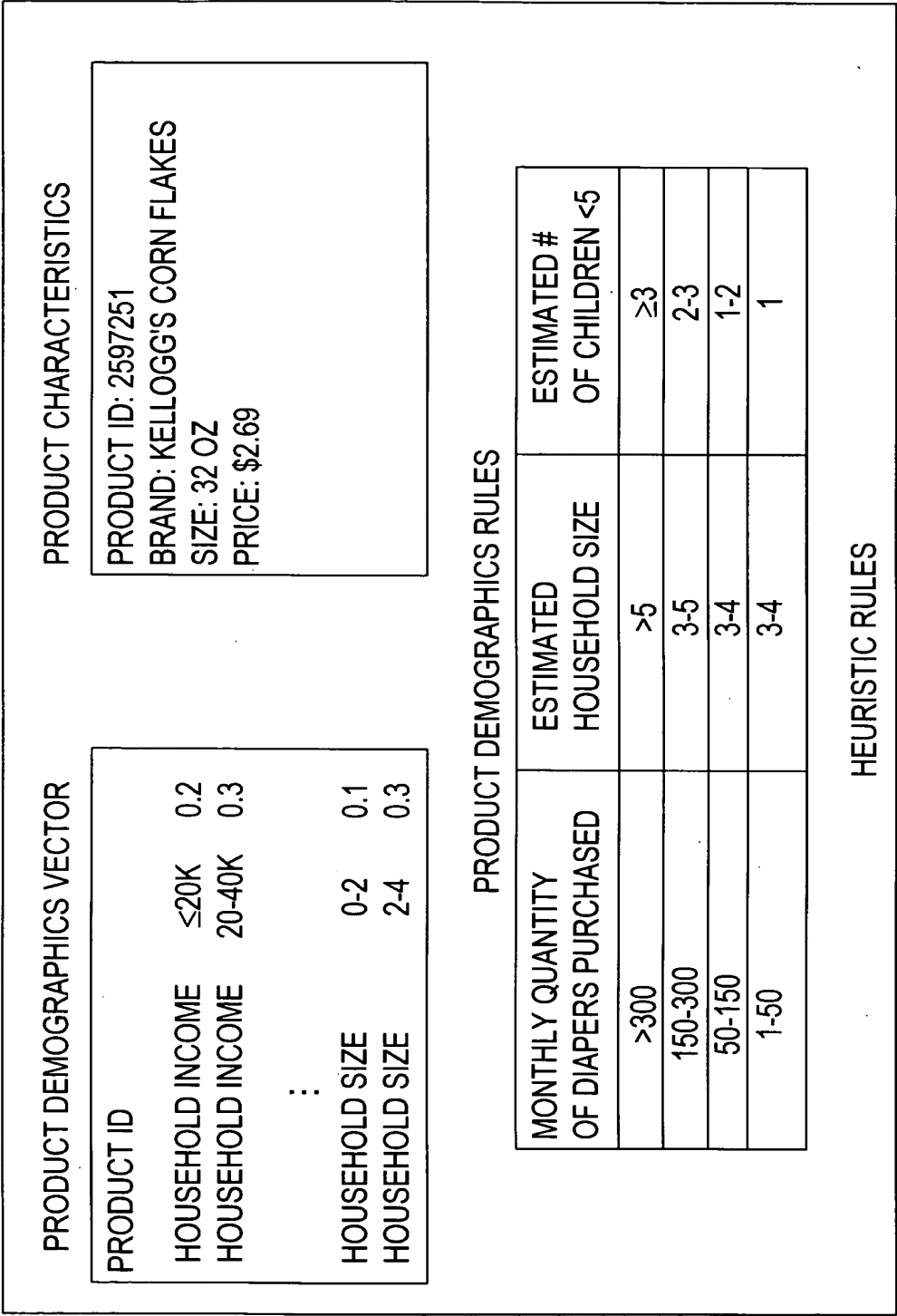


FIG. 25



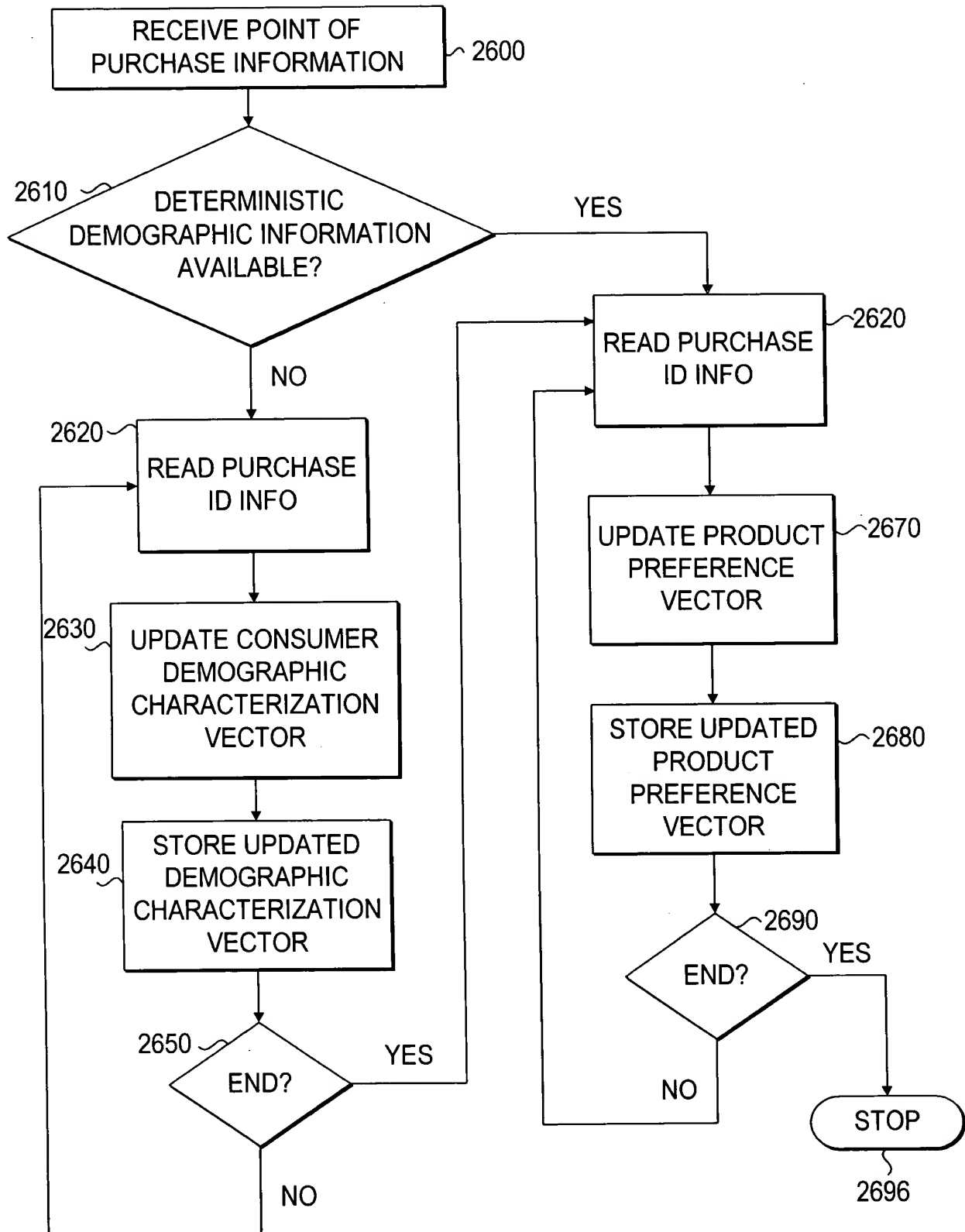
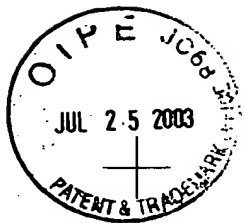


FIG. 26A



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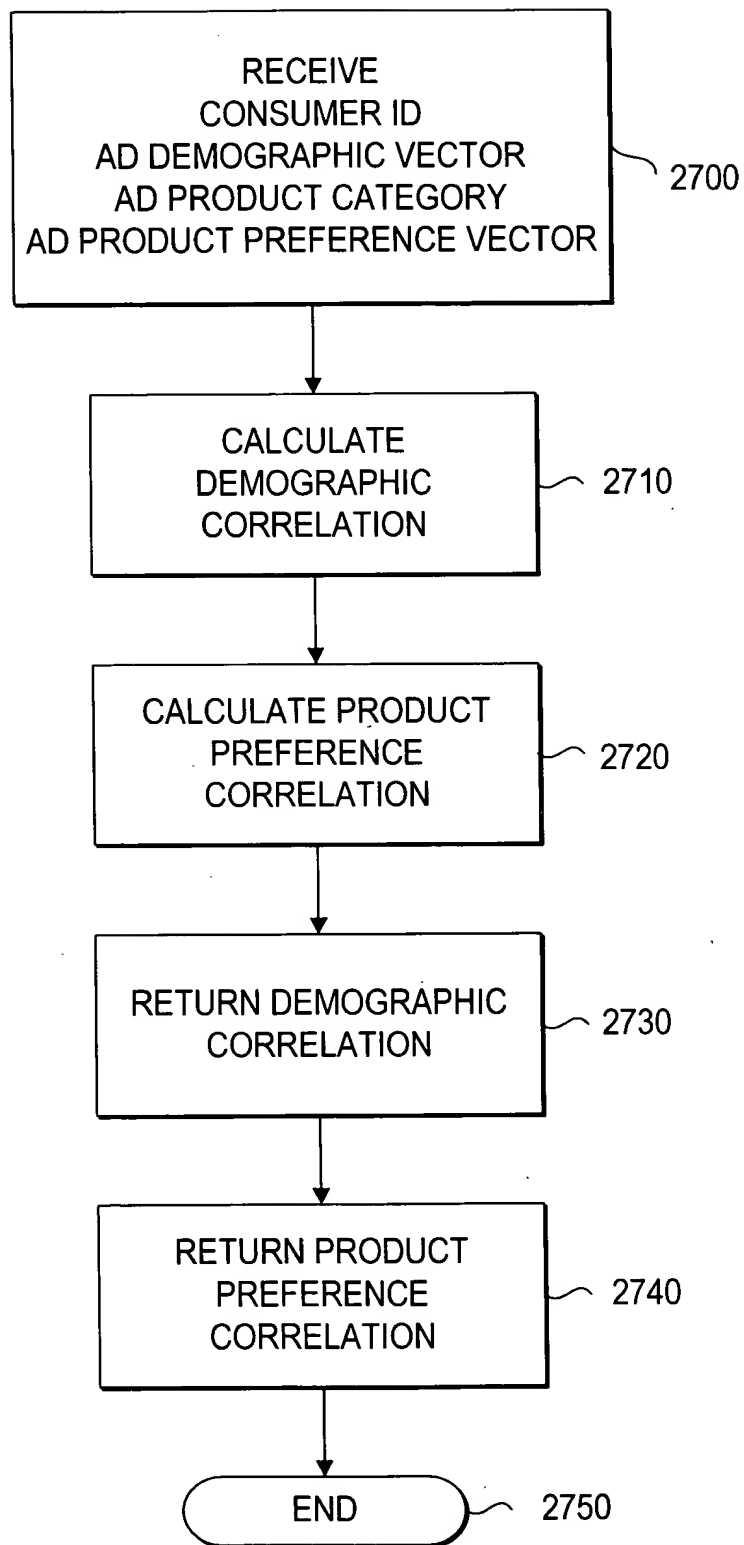


FIG. 26B





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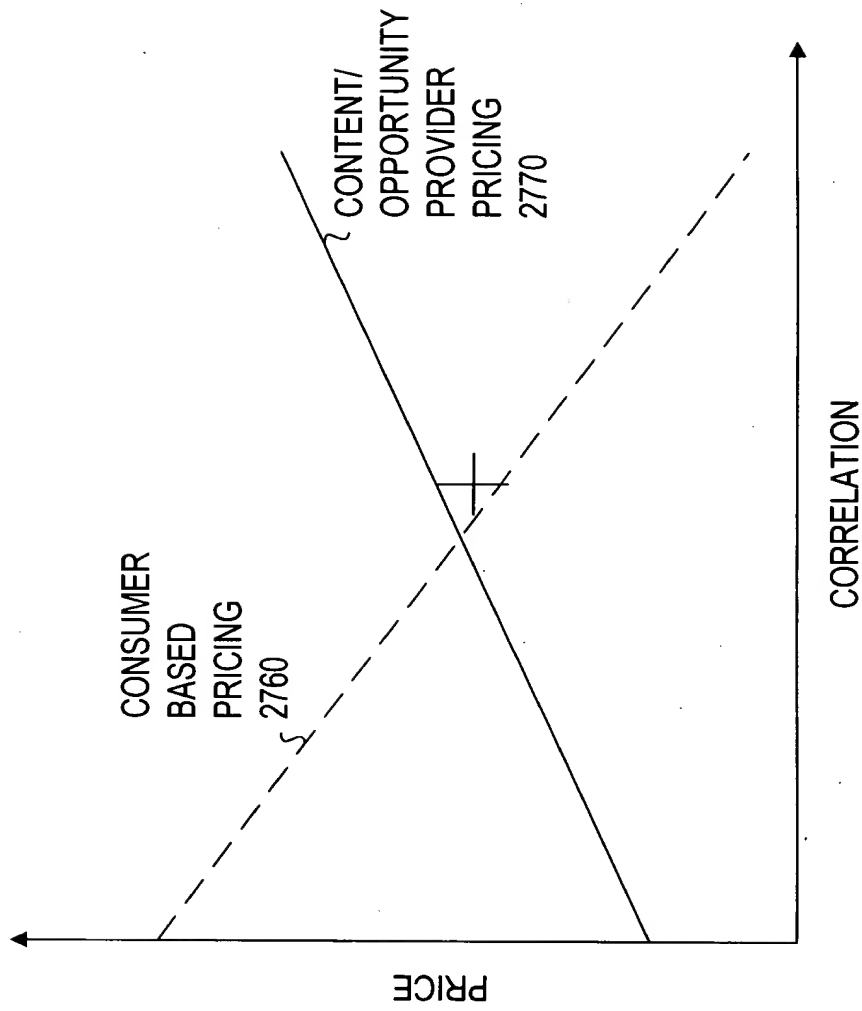
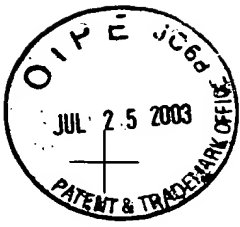


FIG. 27





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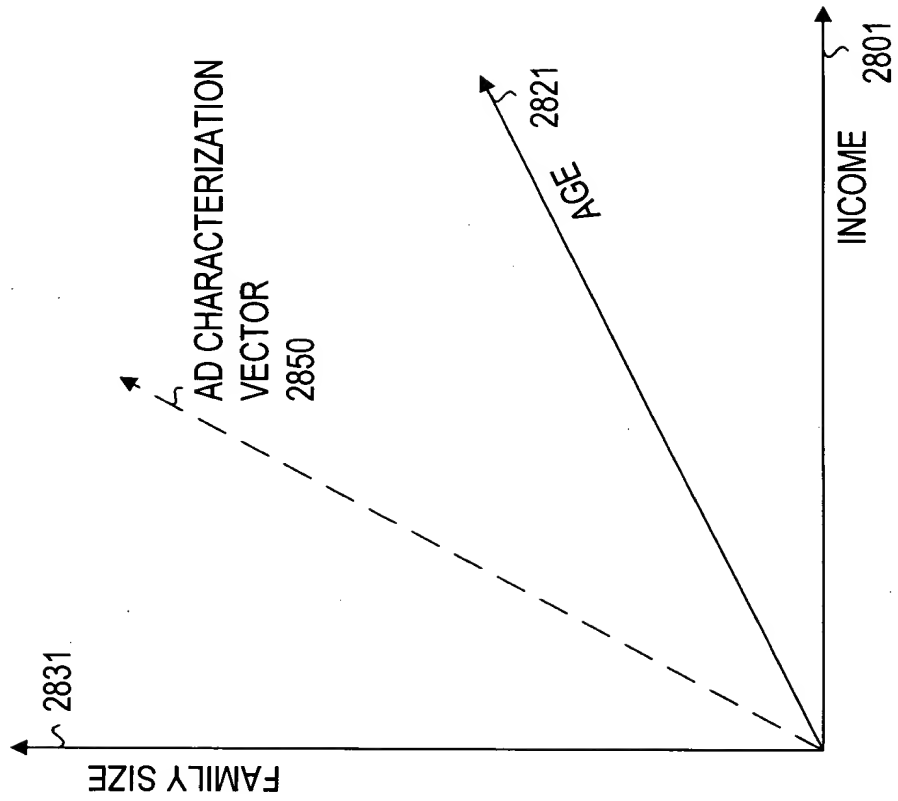


FIG. 28



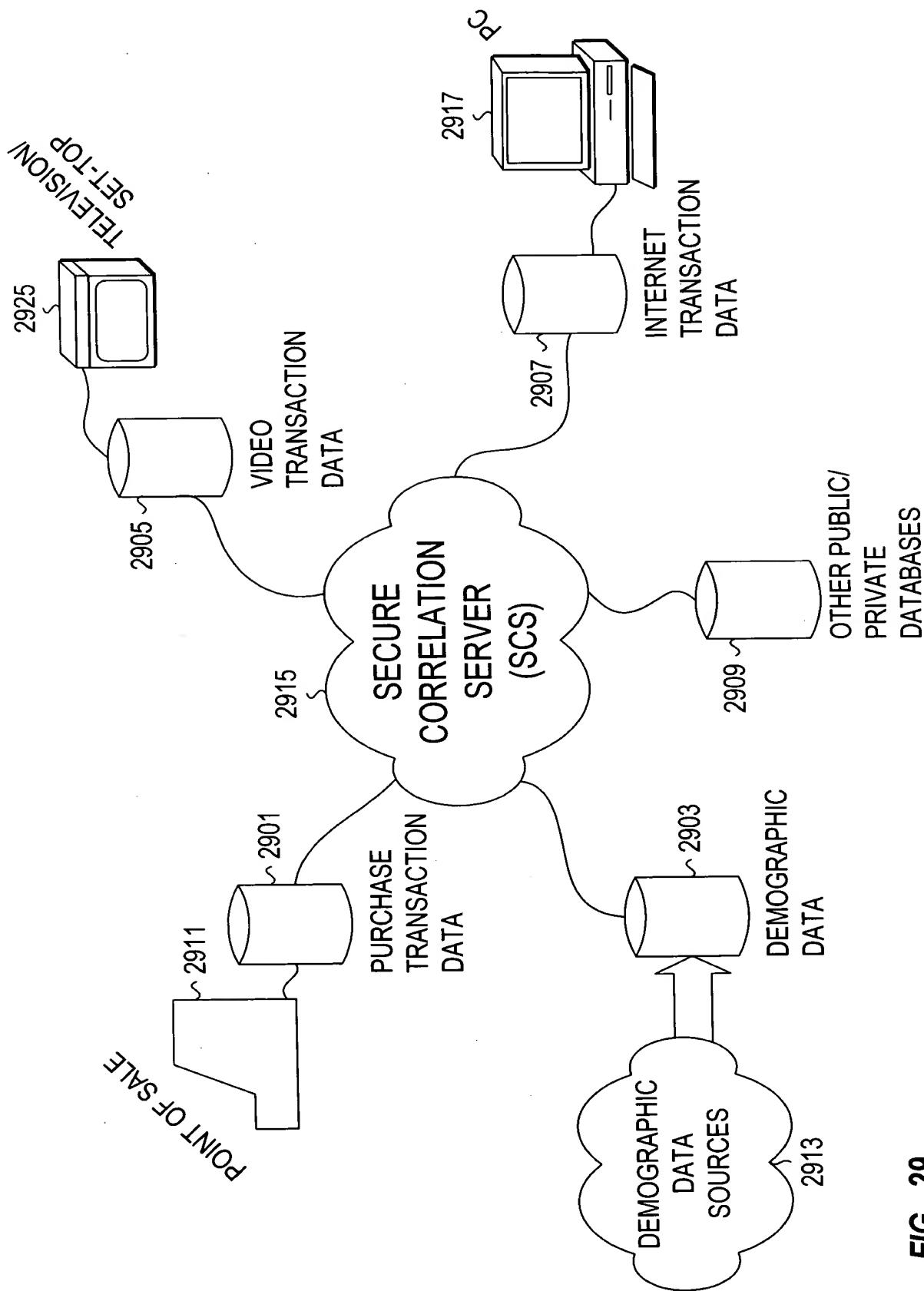


FIG. 29

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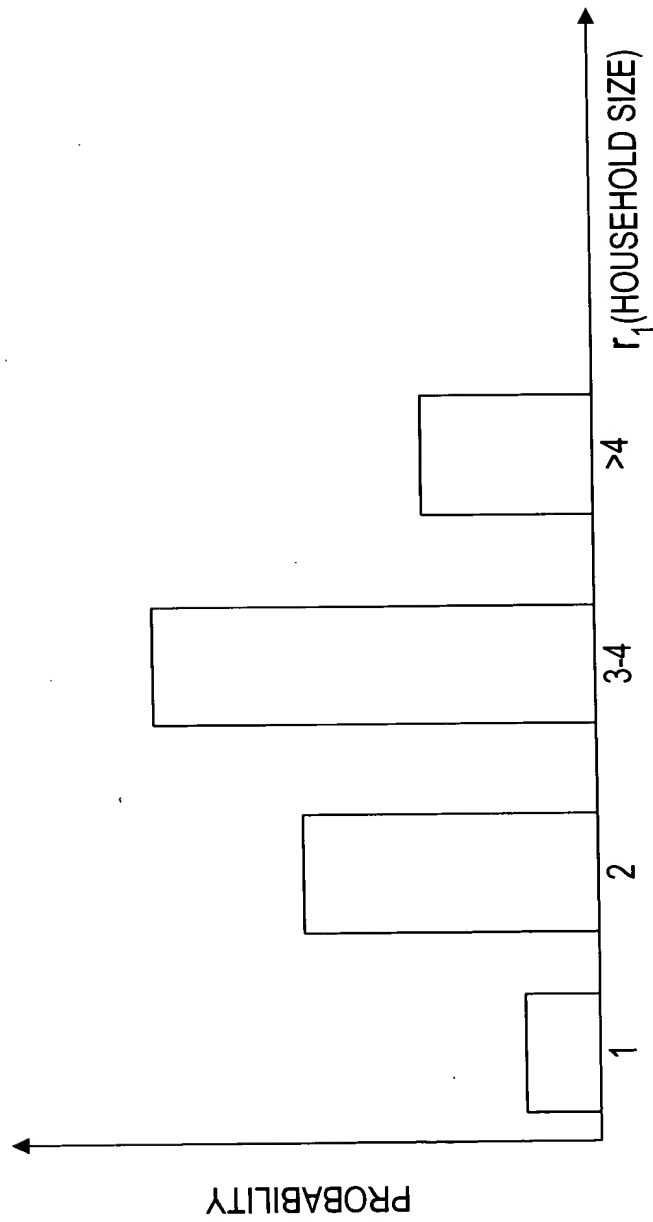
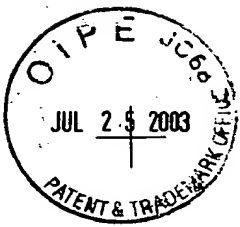


FIG. 30A

+



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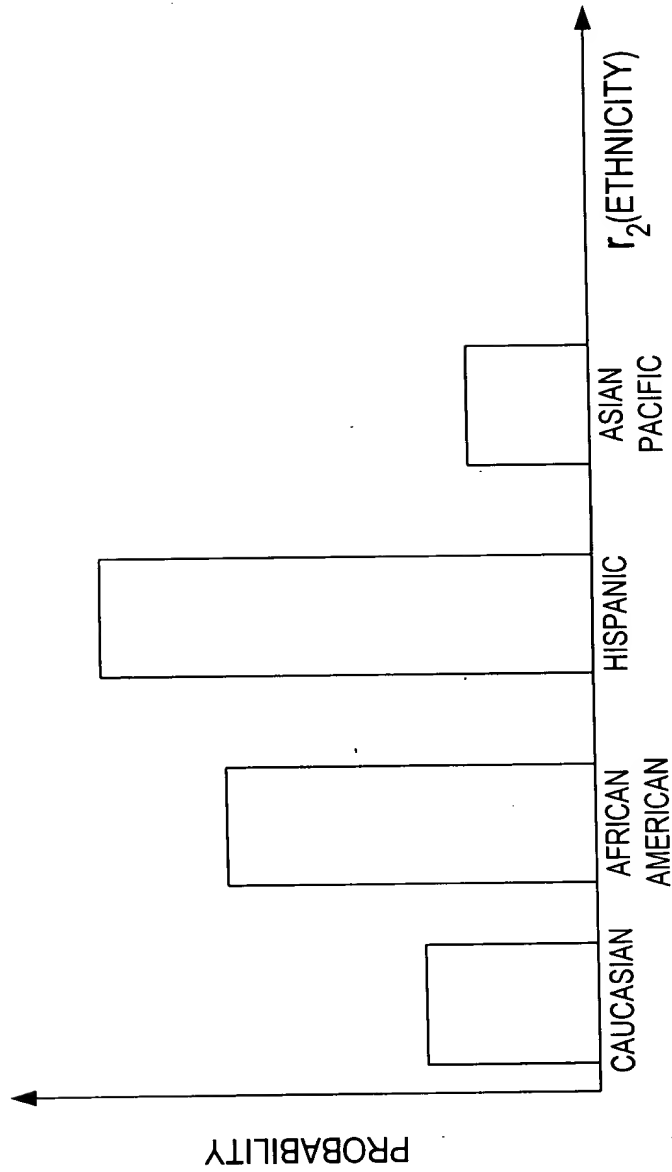


FIG. 30B

